

The Octagon,
1741 New York Ave.,
Washington, D.C.

WEEKLY BULLETIN



MICHIGAN SOCIETY OF ARCHITECTS

OFFICERS

ANDREW R. MORISON, President
ROBERT B. FRANTZ, 1st V.-Pres.
GEORGE F. DIEHL, 2nd V.-Pres.
CARL KRESSBACH, 3rd V.-Pres.
CORNELIUS L. T. GABLER, Sec'y.
JOHN C. THORNTON, Treasurer
TALMAGE C. HUGHES, Exec. Sec'y.

Editor

TALMAGE C. HUGHES
120 Madison Ave., Detroit
Telephone Cherry 7660

Business Manager
E. B. FAUQUIER

DIRECTORS

ROGER ALLEN
WILLIAM D. CUTHBERT
CLAIR W. DITCHY
BRANSON V. GAMBER
ARTHUR K. HYDE
AMEDEO LEONE
N. CHESTER SORESENSEN
D. ALLEN WRIGHT

Published Weekly. Subscription Price: \$2.00 per year (Non-Members \$5.00)
Entered as second-class matter Dec. 9, 1930, at the Postoffice at Detroit, Mich., under the Act of March 3, 1879.

Vol. 11

DETROIT, MICH., AUGUST 3, 1937

No. 31

STATE OF MICHIGAN 59th LEGISLATURE REGULAR SESSION OF 1937

Senate Bill No. 175

Introduced by Senator Palmer

Editor's Note: The following is a copy of the new Architects' Act replacing the present Act. It has been passed by the House and Senate, and was signed by Governor Frank Murphy on July 22.

SENATE ENROLLED ACT No. 68

AN ACT to license and regulate the practice of architecture, professional engineering and land surveying; to create a state board of registration for architects, professional engineers and land surveyors, and to prescribe its powers and duties; to impose certain powers and duties upon the state and the political subdivisions thereof in connection with public work; to provide penalties for the violation of the provisions of this act; and to repeal all acts and parts of acts inconsistent with the provisions of this act.

The People of the State of Michigan enact:

Section 1. In order to safeguard life, health and property, any person practicing or offering to practice the profession of architecture, profession of engineering or of land surveying, shall hereafter be required to submit evidence that he is qualified so to practice and shall be registered as hereinafter provided; and it shall be unlawful for any person to practice or to offer to practice the profession of architecture, the profession of engineering or of land surveying, in this state, or to use in connection with his name or otherwise assume, use or advertise any title or description tending to convey the impression that he is an architect, a professional engineer, or a land surveyor, unless such person has been duly registered or exempted under the provisions of this act.

Sec. 2. The term "architect" as used in this act shall mean a person who, by reason of his knowledge of mathematics, the physical sciences, and the principles of architectural design, acquired by professional education and practical experience is qualified to engage in architectural practice as hereinafter defined.

The practice of architecture within the meaning and intent of this act includes any professional service such as consultation, investigation, evaluation, planning, design, or responsible supervision of construction, alteration, repair, or operation in connection with any public or private structures, buildings, equipment, works or projects wherein the public welfare or the safeguarding of life, health, or property is concerned or involved, when such professional service requires the application of the principles of architecture or architectural design, and where the consultant charges for knowledge and skill and has no prejudicial interest in the project, either as owner or contractor or producer or seller of material, except as hereinafter defined.

The term "professional engineer" as used in this act shall mean a person who, by reason of his knowledge of mathematics, the physical sciences, and the principles of engineering, acquired by professional education and practical experience, is qualified to engage in engineering practice as hereinafter defined.

(Continued on Page 3)

QUALITY ALWAYS

GIBALTAR—THE HEAVY DUTY CEMENT FLOOR

PLAIN CEMENT FLOORS

TILING AND TERRAZZO, PLAIN AND DECORATIVE

GIBALTAR

48 STATE FAIR AVENUE WEST
TELEPHONE LONGFELLOW 0044



FLOORS INC.

DETROIT MICH.

TELEPHONE LONGFELLOW 0045

BUILDERS' AND TRADERS' EXCHANGE OF DETROIT

Herman Banbrook, President; Edgar Leavenworth, Vice-Pres.; Gage Cooper, Vice-Pres.; John Wenzel, Treas.;
 Directors: Geo. Cruickshank, Walter Gieseking, Bert Haberkorn, Ray Spitzley, Vern Taylor
 Edwin J. Brunner, Secretary

439 Penobscot Bldg., RAndolph 5500

Edited by E. J. Brunner

GOLF

DINNER

Clinton Valley

August 11

PRODUCERS' DAY

Fourth Golf Outing of Architects, Builders and Traders

MAKE RESERVATION

To obtain the excellent service we desire to give you at Clinton Valley, it will be necessary for you to call in or write in your reservation before 10 a.m. August 11. Golf, Dinners and Prizes \$3.00.

The Producers' Council, Michigan Club is going to cooperate with us on this outing. Paul Marshall acting as their generalissimo will join with Bill Seeley in engineering the event.

Do not forget the new requirement of making reservation for your party. Call Randolph 5500 or write to William F. Seeley, Western Waterproofing Co., 410 Murphy Bldg., Det. To reach Club drive out Van Dyke to Utica Road and right to Club; or drive Schoenherr to Utica Rd. and left to Club.

CLASSIFIED BUILDING TRADES

GENERAL CONTRACTORS

GEORGE W. AUCH CO.—3646 Mt. Elliott, PLaza 1190.

PETER A. KOCKX & SONS—4697 Dickerson Ave., MURray 3748, TUXedo 2-0163.

PATRONIZE OUR
ADVERTISERS

LUMBER DEALERS

DETROIT LUMBER CO.—5601 W. Jefferson Ave., VINewood 1-2090.

HURD LUMBER CO.—6425 W. Vernor Highway, VINewood 1-4120.

C. W. KOTCHER LUMBER CO.—2137 Gratiot Ave., FItzroy 3390. Established 1864.

O'HARA-QUINLAN LUMBER CO.—14811 Meyers Rd., HOgarth 5110.

RESTRICK LUMBER CO.—1000 W. Grand Blvd., LAFayette 0500.

F. M. SIBLEY LUMBER CO.—6460 Kercheval Ave., FItzroy 5100.

WALLICH LUMBER CO.—3741 St. Aubin Ave., TEmples 2-6660.

IRONITE WATERPROOFING AND RESTO-CRETE

WESTERN WATERPROOFING CO.—410 Murphy Bldg., CADillac 9646.

PLUMBING, HEATING AND VENTILATING

E. B. REID.—8817 Mack Ave., PLaza 2537.

SENATE ENROLLED ACT NO. 68

(Continued from Page 1)

The practice of professional engineering within the meaning and intent of this act includes any professional service, such as consultation, investigation, evaluation, planning, design, or responsible supervision of construction or operation, in connection with any public or private utilities, structures, buildings, machines, equipment, processes, works, or projects, wherein the public welfare, or the safeguarding of life, health, or property is concerned or involved, when such professional service requires the application of engineering principles and data, except as hereinafter defined.

The term "land surveyor" as used in this act shall mean a person who engages in the practice of land surveying as hereinafter defined.

The practice of land surveying within the meaning and intent of this act includes surveying of areas for their correct determination and description and for conveyancing, or for the establishment or re-establishment of land boundaries and the plotting of lands and subdivisions thereof.

The term "board" as used in this act shall mean the state board of registration for architects, professional engineers, and land surveyors, provided for by this act.

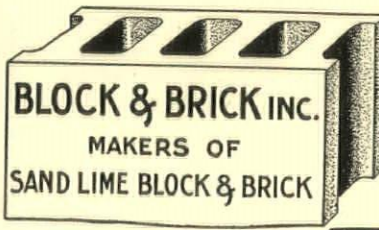
Sec. 3. There is hereby created a state board of registration for architects, professional engineers and land surveyors, which shall be vested with the administration of the provisions of this act. Said board shall consist of three architects and four professional engineers who shall be appointed by the governor for terms of seven years each, except that the members of the board first appointed hereunder shall hold office for terms of one, two, three, four, five, six and seven years, respectively, as may be designated by the governor. One member of the board shall be from the upper peninsula. Members of the board shall qualify by taking and filing the constitutional oath of office with the secretary of state, and shall hold office until the appointment and qualification of their successors. On the expiration of the term of any member, the governor shall appoint a registered architect or registered professional engineer, as the case may be, to take the place of the member whose term on said board is expiring. Each member of the board shall be a citizen of the United States and a resident of this state, and shall be a registered architect or registered professional engineer. Vacancies shall be filled for the balance of any unexpired term, in the same manner as the original appointment. The governor may remove any member of the board for misfeasance, malfeasance or nonfeasance in office, after hearing.

Sec. 4. Members of the board shall serve without compensation but shall be entitled to their actual and necessary traveling and other expenses incurred in the performance of their official duties. The board shall have power to appoint such employees and assistants as shall be necessary for the proper exercise of the powers hereby granted. Employees and assistants shall receive their actual and necessary expenses incurred in the discharge of their official duties. Compensation and expenses of all assistants and employees shall be paid from the appropriation made therefor by the legislature. The board is authorized to incur such expenses as shall be required to carry out the provisions of this act, to be paid from the appropriation made therefor by the legislature.

Sec. 5. The board shall hold an organization meeting within sixty days after this act shall become effective, and thereafter shall hold at least two regular meetings each calendar year. Special meetings shall be held at such times as the rules and regulations may provide. The board shall elect or appoint annually a chairman, a vice-chairman, and a secretary who need not be a member of the board. Four members shall constitute a quorum for the transaction of business.

Sec. 6. The board shall have power to promulgate rules and regulations, not inconsistent with the constitution and laws of this state, which may be reasonably necessary for the proper performance of its duties, including methods of procedure in proceedings before the board. The board shall adopt an official seal.

Sec. 7. Any member of the board may issue a subpoena requiring any person to appear before the board and be examined with reference to any matter within the scope of the inquiry or investigation being conducted by the board and to produce any books, papers or documents. Any member of the board, or its authorized agent, may administer an oath to a witness in any matter before the board.



BLOCK & BRICK INC.
MAKERS OF
SAND LIME BLOCK & BRICK

Products manufactured from the White Sands of Lake Michigan. Lighter in weight and color.

WENZEL FLOORS

Johns-Manville Asphalt Tile

Magnesite Composition

Rubber Tile - Masonite Cork Tile

439 Penobscot Bldg.

Randolph 5500

ARCHITECTS!*Your Attention Please***CROWLEY-MILNER'S****Contract Sales Dept.***... carries a complete line of Famous Make*

- Floorcoverings • Venetian Blinds
- Composition • Electrical
- Window Shades • Fixtures

Our tremendous stocks of Famous Make Merchandise offers you a complete choice. Whether your needs call for a single room or a large institution we are prepared to serve you **EFFICIENTLY and ECONOMICALLY!**

CONTRACT SALES DEPARTMENT

Randolph 2400

Extension 183

In case of disobedience of a subpoena the board may invoke the aid of any circuit court of the state of Michigan in requiring the attendance and testimony of witnesses and the producing of books, papers and documents. Any of the circuit courts of the state within the jurisdiction of which any such inquiry is carried on, may, in case of contumacy or refusal to obey a subpoena, issue an order requiring such person to appear before said board and produce books, papers and documents if so ordered and give evidence touching the matter in question. Any failure to obey such order of the court may be punished by said court as a contempt thereof.

Sec. 8. All fees received under the provisions of this act shall be forwarded monthly to the state treasury and deposited therein in a special segregated fund, to be available for the purpose of this act. The expenses of carrying out the provisions of this act shall not exceed in any fiscal year the amount received from fees under the provisions of this act.

Sec. 9. The secretary of the board shall have charge of the offices of the board and of its records and shall perform the duties usually appertaining to such office; he shall give a surety bond, running to the people of the state of Michigan, in such sum as the board shall determine. The premium on said bond shall be considered a necessary expense of the administration of the provisions of this act.

Sec. 10. The board shall keep a record of its proceedings and a register of all applications for registration, which register shall show (a) the name, age, and residence of each applicant; (b) the date of the application; (c) the place of business of such applicant; (d) his educational and other qualifications; (e) whether or not an examination was required; (f) whether the applicant was rejected; (g) whether a certificate of registration was granted; (h) the date of the action of the board; and (i) such other information as may be deemed necessary by the board.

The records of the board shall be prima facie evidence of the proceedings of the board set forth therein, and a transcript thereof, duly certified by the secretary of the board under seal, shall be admissible in evidence with the same force and effect as if the original were produced.

On or before the fifteenth day of January in each odd numbered year, the board shall make a report to the governor and to the legislature, setting forth the workings of said board during the period covered by said report, and containing the findings and recommendations of said board.

Sec. 11. A roster showing the names and business addresses of all registered architects and all registered professional engineers and all registered land surveyors shall be prepared by the secretary of the board during the month of February of each year, commencing in the year following the date on which this law becomes effective. Copies of this roster shall be placed on file with the secretary of state, and furnished to the public upon request.

Sec. 12. An applicant for examination for registration must be a citizen of this state except as provided in section twenty; must be of good moral character and over twenty-one years of age; must, except as provided hereafter in this section, have had not less than eight years of practical experience in architectural or engineering work, or land surveying, under the direction or supervision of a registered architect or a registered engineer or a registered land surveyor, or of an architect or engineer or surveyor of equivalent professional standing, or must be a graduate in architecture or engineering of a college or school acceptable to the board, and have had not less than four years of experience of a nature satisfactory to the board: **Provided**, That the satisfactory completion of each year of a course in architecture or engineering with or without graduation in a school or college acceptable to the board shall be considered as equivalent to a year of satisfactory experience and that graduation in a four year course other than architectural or engineering in a school or college acceptable to the board shall be considered as equivalent to two years of satisfactory experience: **Provided**, That credit for an additional year of experience shall be given to applicants with a master's degree in architecture or engineering: **And provided further**, That no applicant shall receive credit for more than five years of experience because of educational qualifications.

An applicant upon payment of the fees required under this act shall be granted an examination in such appropriate subjects as the board may require.

The board shall at least once annually hold examinations in the separate scholastic items of its requirements and any applicant who has completed four years of study, or equivalent thereof, in a professional school or college acceptable to the board or who has completed four years of practical ex-



We respectfully suggest
you investigate the High
Quality of Petoskey Ce-
ments

and especially:—

**PETOSKEY HIGH EARLY
STRENGTH PORTLAND CEMENT**

**PETOSKEY WATERPROOFED
PORTLAND CEMENT**

and

PETOSKEY MORTAR CEMENT

THEIR CHEMICAL AND PHYSICAL
ANALYSES ARE OUTSTANDING

**PETOSKEY PORTLAND
CEMENT COMPANY**

Petoskey
Milwaukee

Detroit
Chicago

NELSON COMPANY

DETROIT — ROYAL OAK — ANN ARBOR

Phone
RAndolph
4162

R. O.
3480

Ann Arbor
23701

WHOLESALE
PLUMBING AND HEATING SUPPLIES
Dependable Products—Dependable Service

O. W. BURKE COMPANY

GENERAL CONTRACTORS

FISHER BUILDING
Detroit, Michigan

MAdison 0510

perience of a nature satisfactory to the board and who has paid his initial fee of fifteen dollars, as provided in section thirteen, shall be permitted to take such examination, and satisfactory records in such examinations shall receive the same credit as if gained at the time of completion of the full requirements for registration.

After this act shall have been in effect five years the board shall issue certificates of registration only to those applicants who meet the foregoing requirements of this section.

At any time within five years after this act becomes effective the board shall accept as conclusive evidence that an applicant is qualified for registration without examination, as an architect or as a professional engineer, a specific record of at least twelve years of active practice as an architect, or as a professional engineer, previous to the effective date of this act.

At any time within five years after this act becomes effective the board shall accept as evidence that the applicant is qualified for registration as a land surveyor a specific record of ten years or more, previous to this act becoming effective, of active practice in land surveying work of a character satisfactory to the board and indicating that the applicant has had responsible charge of important land surveying work for at least five years: **Provided**, Applicant is not less than thirty years of age at the time of making application.

Any person having the necessary qualifications prescribed in this act to entitle him to registration shall be eligible for such registration though he may not be practicing his profession at the time of making his application.

All registrations as architects, professional engineers or land surveyors under the laws of this state and legally in force at the time this act becomes effective shall continue in force until they legally expire under the provisions of the act which authorized them. All persons previously registered as architects, professional engineers or land surveyors in this state and whose registration is legally in force at the time this act becomes effective may renew their registrations as provided for renewals under this act.

Sec. 13. Applications for registrations shall be on forms prescribed and furnished by the board, shall contain statements made under oath, showing the applicant's education and detailed summary of his technical work, and shall contain not less than five references, of whom three or more shall be architects or professional engineers or land surveyors having personal knowledge of his architectural or engineering or land surveying experience.

The registration fee for architects and professional engineers shall be twenty-five dollars, fifteen dollars of which shall accompany application, the remaining ten dollars to be paid upon issuance

of certificate. When a certificate of qualification issued by the national council of architectural registration boards or the national bureau of engineering registration is accepted as evidence of qualification, the total fee for registration as architect or professional engineer shall be ten dollars.

The registration fee for land surveyors shall be fifteen dollars, which shall accompany application.

Should the board deny the issuance of a certificate of registration to any applicant, the initial fee deposited shall be retained as an application fee.

Sec. 14. When examinations are required, they shall be held at such time and place as the board shall determine. The scope of the examinations and the methods of procedure shall be prescribed by the board with special reference to the applicant's ability to design and supervise architectural and engineering works, which shall insure the safety of life, health, and property. Examinations shall be given for the purpose of determining the qualifications of applicants for registration separately in architecture, in professional engineering, and in land surveying. A candidate failing on examination may apply for re-examination at the expiration of six months and shall be re-examined without payment of additional fee. Subsequent re-examination shall be granted upon payment of a fee of five dollars.

Sec. 15. The board shall issue a certificate of registration upon payment of registration fees as provided for in this act, to any applicant who, in the opinion of the board, has satisfactorily met all the requirements of this act. In case of a registered architect, the certificate shall authorize the practice of "architecture," in the case of a registered engineer, the certificate shall authorize the practice of "professional engineering," and in the case of a registered land surveyor, the certificate shall authorize the practice of "land surveying." Certificates of registration shall show the full name of the regis-

(Continued on Page 7)

PARK and McKAY

In Business Since 1876

Distributors for

Kohler Plumbing Fixtures

Showroom at

14401 Meyers Rd., north of Gr. River

HOgarth 6200

JOHN H. FREEMAN

ARCHITECTURAL HARDWARE
PROPERLY SERVICED

Architects' Bldg.

TEmples 1-6760

— PELLA —

Rolscreens—Venetian Blinds
Metal Weatherstrips—Caulking
Double Glass Steel and Wood Sash

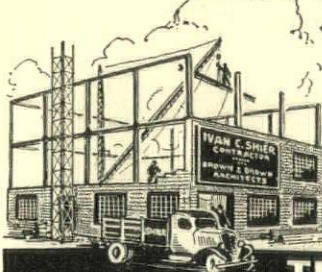
Detroit Rolscreen Company

12236—12th St.

TOwnsend 8-3812

IVAN C. SHIER

GENERAL
CONTRACTOR



**"ARCHITECTS'
PATRONAGE
PREFERRED"**

400 W Warren

TEmples 1-3150

ARCHITECTS' REPORTS

Agree, Chas. N., 1140 Book Tower, CA. 9263.—Preparing plans on following:

Inspection Unit and Garage—St. Jean and Kercheval. Dept. of St. Rys.

Preliminary studies, apt. bldg., East Jefferson Ave. and Seminole.

Remodeling store, 1065 Woodward Ave. Cunningham Drug Stores, Inc.

Remodeling 2-sty. and bmt. store bldg., Oakman Blvd. and Grand River. Davidson Bros., Inc.

2-sty. and bmt. Mercantile Bldg., Jos. Campau and Yemans, Hamtramck. Federal Dept. Store.

Remodeling 2-sty. and bmt. store bldg., Allegan and S. Washington Ave., Lansing. Cunningham Drug Stores, Inc.

Prelim. studies, apt. bldg., Covington Drive and Second Blvd.

Remodeling of a 4-sty. and bmt. bldg. into a warehouse bldg. at 444 W. Willis Ave. Davidson Bros., owners.

Two-story warehouse and remodeling of present warehouse at 12th and Maranette Aves. Cunningham Drug Stores, Inc., Owners.

One-story store bldg. (five stores), Harper Ave. between Chalmers and Lakewood.

Two-story add. to Federal Dept. Store on Gratiot Ave. near Seven Mile Road.

One-story store bldg., Michigan and Central Aves. for Vinton Realty Co.—Owners.

One-story store bldg., Michigan and Junction, for Cunningham Drug Stores, Inc.—Owners.

Remodeling of store at Grand River and Joy Rd. for Cunningham Drug Stores, Inc.

Taking bids:

1,500 seat Harper Theatre, located at the corner of Harper and Lakewood Aves., Harper Theatre Co.—Owners. Bids due August 2 at 12 o'clock noon.

Elevators, Sprinkler System, Plumbing and Heating and Roofing for four story warehouse at 444

Willis Ave. Davidson Bros., Inc.—Owners. Will ask for bids on the balance of the trades next week.

Bids closed:

Coolidge Garage and Inspection Unit for Dept. of St. Rys., City of Detroit—Owners.

Bennett & Straight, 13526 Michigan Ave., OR. 7750.—1300 seat theatre, Monroe, Mich., 63x150, auditorium and balcony, 2 rental shops, air cooled system and steam heat, enamel metal, exterior—cinder block, interior. Taking fig. on revised mech. trades.

Same.—400 seat theatre, Lake Odessa, Mich. One story, 2 shops, glass front, cinder block interior, steam heat, gas fired boiler. Bids closed.

Same.—Fig. on theatre, Milford, Mich. due Aug. 2.

Brandt, C. W., 401 Madison Theatre Bldg., CA. 6319.—Cont. on alt. to Grosse Pointe Shores Municipal Bldg. let to A. A. Ghesquiere.

Deihl, Geo., 120 Madison, CH. 7268.—Prep. plans for alteration to Catholic Central High School, Woodward and Belmont.

De Rosiers, Arthur, 1414 Macabees Bldg., CO. 2178.—Plans for Rectory, St. Michael's Parish, Flint, Mich. Rev. Maurice Chawke, Pastor. Ready soon.

Derrick & Gamber, Union Guardian Bldg., CA. 3175.—Prep. plans on the following:

Stable for Louis Braden, Metamorra.

Giffels & Vallet, Inc., L. Rossetti, Associate, 1000 Marquette Bldg.—Preparing plans for extension to power house for local manufacturer.

Preparing plans on following:

Mfg. bldgs. in New Jersey, assembly plant, air conditioned precision instrument bldg., office bldg. with ornamental enclosed water tower, foundry, garage, warehouse, personnel bldg., engineering bldg., power house and outside facilities such as gate houses, fences, railroad facilities, grading, drainage, pumping stations, sewers, etc.

2 heavy press pits for local manufacturer.

3 body conveyor bridges, 2 sub-stations and air compressor installation for local Auto Company.

High pressure boiler and turbo-generator for local Auto Company.

2 power transformer stations for local Auto Co. Cold mill facilities for local company.

Pickling tank installation and manufacturing facilities for local tube co.

Balconies and conveyor installations for local co. Taking figures:

Factory extension, local manufacturer.

Bids closed.

Additional office facilities for Automobile Club. Contracts awarded:

Harley & Ellington, 1507 Stroh Bldg., RA. 9030.—Preparing working drawings for grain storage building for John Eichler Brewing Co. Structural



Reg. U. S. Patent Office
PROVEN PAINT PRODUCTS

Specify and Use

R-M Decorative Interior Finishes

Rimaco Seal-all Primer

Rimaco Wall Finish—Flat

Semi Gloss

Rimaco Stippling Wall Finish—

Flat, Semi Gloss

R-M Dado Enamels

R-M Glazing Liquid

R-M Floor Varnish

R-M Interior Trim Varnish

RINSHED-MASON CO.

Manufacturers

Paints, Varnishes, Enamels and Lacquers

5935 Milford St.

Detroit

Garfield 5161

H. H. DICKINSON COMPANY
5785 Hamilton Ave. MADison 4950
COMPLETE BUILDERS SUPPLIES

Armored Concrete Curbing

Master Builders Products

Heatilators

Asphalts

GOOD
HARDWARE FOR OVER 50 YEARS

RAYL'S

1233 Griswold Street

steel and fire proof concrete construction, steel grain storage bin and grain handling equipment.

Same.—Preparing working drawings for bottling works for Schmidt Brewing Co.

Jameson, Lawrence B., 8380 Jos. Campau Ave., MA. 9146.—Sausage factory. Figures to be taken soon.

Same.—Fig. on alt. to Store, owner—J. Miller. Closed.

Same.—Plans for res. for C. Barton.

Malcomson & Higginbotham, Inc.—Prep. dwgs. for new girls' dormitory and Union Building for Western State Teachers College, Kalamazoo, Mich.

Mason, Geo. D. & Co., 409 Griswold, RA. 7850.—LeRoy & Newlander, Kalamazoo, Mich., Associates.

—Prep. working drawings for Kalamazoo Post Office.

Merritt & Cole, 1111 Collingwood, LO. 2483.—Westminister Presbyterian Church, Lansing, Mich. Revising plans.

Schley, Cyril E., 605 Lafayette Bldg., CA. 8499.—Taking fig. on three story apt. bldg., 110x130, beginning about July 20.

Same.—Remodeling of five story apt. bldg. Taking fig. on July 15.

Smith, Hinchman & Grylls, 809 Marquette Bldg., RA. 8825. St. Luke's Hospital, Marquette, Mich. Bids closed.

Stachowiak, Stephen J., 3005 Caniff, TO. 8-7122.—Preparing plans for the following:

Two story and office bldg., Dearborn.

Same.—Preparing sketches on the following:

Hospital for Contagious Diseases; 36x100 addition to auditorium; 40x70 two story addition to Veterans' Home, postponed for three months.

Same.—Taking figures on the following:

Two-story and basement store and office bldg.

Same.—Bids closed on the following:

Sausage factory; two story store and office bldg.

Wright, Frank H., 418 Fox Bldg., CH. 7414.—New bar and cocktail room for Webster Hall, including exterior. Taking bids.

Same.—Prep. plans for remodeling Iola Restaurant.

SLEEP-OVER, INCORPORATED

From Business Week of July 10, 1937, we learn that ten Detroit industrialists have plans for a chain of 1000 to 1200 small but ultra-modern tourist hotels to span the continent. Plans are completed and construction is scheduled to begin immediately, with completion sometime in August. The first unit will be in Michigan.

The corporate name, "Sleep-Over, Inc.", indicates the scope of the project, which will "Sell Sleep Only". Each unit, about forty-eight rooms, will also have garage facilities. Rates will be \$1.50 single, \$2.50 double.

From the offices of Sleep-Over, Inc., General Motors Bldg., we are told that the units are to be identical, of concrete blocks, concrete floors, walls and ceilings are to be finished with a plastic paint. It is understood that cleaning is to be done by removing the furniture and hosing the rooms.

PUNCH and JUDY THEATRE

Kercheval at Fisher Road NIagara 3898

WEDNESDAY—THURSDAY AUGUST 4—5
Richard Arlen in "Silent Barriers"

FRIDAY—SATURDAY AUGUST 6—7
Jane Withers in "Angel's Holiday"

Saturday 11 P. M.—John Beal in
"The Man Who Found Himself"

SUN.—MON.—TUES. AUGUST 8—9—10
Errol Flynn and the Mauch Twins in Mark
Twain's "The Prince and the Pauper"

SENATE ENROLLED ACT NO. 68

(Continued from Page 5)

trant, shall have a serial number, and shall be signed by the chairman and the secretary of the board under seal of the board.

The issuance of a certificate of registration by this board shall be evidence that the person named therein is entitled to all the rights and privileges of a registered architect, a registered professional engineer, or of a registered land surveyor, while the said certificate remains unrevoked or unexpired.

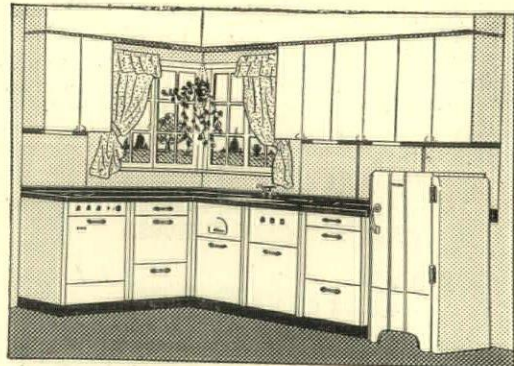
Each registrant hereunder, who is required to file plans, specifications, and reports with public authorities, shall upon registration obtain a seal of the design authorized by the board, bearing the registrant's name and the legend, "registered architect," "registered professional engineer," or "registered land surveyor." Plans, specifications, plats and reports issued by a registrant shall be stamped with the said seal when filed with public authorities, during the life of the registrant's certificate, but it shall be unlawful for any one to stamp or seal any documents with said seal after the certificate of the registrant named thereon has expired or has been revoked, unless said certificate shall have been renewed or re-issued.

Sec. 16. Certificates of registration shall expire three years after date of issuance. It shall be the duty of the secretary of the board to notify every person registered under this act, of the date of the expiration of his certificate and the amount of the fee that shall be required for its renewal for three years. Such notice shall be mailed to the latest address on file with the secretary of the board at least one month in advance of the date of the expiration of said certificate. Renewal may be effected at any time within one month after the date of expiration of said certificate by the payment of a fee of ten dollars accompanying an application by the registrant upon a form to be provided by the

The Ultimate Aim In Planning

... the electric kitchen is to obtain a livable, healthful, compact, colorful and efficient kitchen arrangement which provides for ample storage space easily accessible and sufficient work area to perform the various kitchen functions.

Let us cooperate on any planning, remodeling or modernizing without obligation.



GENERAL ELECTRIC SUPPLY CORP.

KITCHEN PLANNING DEPARTMENT

2985 East Jefferson Fltzroy 5800

Michigan Distributors for

General Electric Home Servants

board: **Provided**, That the information contained therein and as may be otherwise obtained shall satisfy the board that the registrant is competent and qualified under this act to continue the practice of his profession. The failure on the part of the registrant to renew his certificate within one month after the date required by the rules of the board, as provided above, shall not deprive such person of the rights of renewal, but the fee to be paid for the renewal of a certificate at any time after one month subsequent to the date of expiration of said certificate shall be increased ten per cent for each month or fraction of a month that payment of renewal is delayed: **Provided, however**, That the maximum fee for delayed renewal shall not exceed twice the normal renewal fee.

Sec. 17. An architectural or an engineering or a land surveying firm, or a co-partnership, or a corporation, or a joint stock association may engage in the practice of architecture, professional engineering, or land surveying in this state: **Provided**, That all partners, officers, and directors of such organizations shall be registered architects, registered professional engineers, or registered land surveyors.

Sec. 18. Upon this law becoming effective, it shall be unlawful for this state, or for any of its political subdivisions, or any county, city, town, township, village or school district to engage in the construction of any public work involving architecture or professional engineering, unless the plans and specifications and estimates have been prepared by, and the construction executed under the direct supervision of, a registered architect or a registered professional engineer, and unless any survey of the land on which any such public work has been or is to be constructed shall be made under the supervision of a registered land surveyor: **Provided**, That nothing in this section shall be held to apply to any public work wherein the contemplated expenditure for the completed project does not exceed two thousand dollars.

MORGAN

QUALITY WOODWORK



COMPLETE
LUMBER
SERVICE

**Sutherland
& Avery
Lumber Co.**

Detroit Distributors
5172 St. Jean Ave.
PLaza 9460

"Standard"

PLUMBING FIXTURES

"Sunbeam"

AIR CONDITIONING SYSTEMS

Murray W. Sales & Co.

MAdison 4200

801 W. BALTIMORE AT THIRD

"Bring Your Clients to Our
Display Rooms"

Sec. 19. The following persons shall be exempt from the provisions of this act, to wit:

(a) A person not a resident of and having no established place of business in this state, practicing or offering to practice herein the profession of architecture, engineering, or land surveying, when such practice does not exceed in the aggregate more than sixty days in any calendar year: **Provided**, Such person is legally qualified by registration to practice the said profession in his own state or country in which the requirements and qualifications for obtaining a certificate of registration are not lower than those specified in this act: **And provided further**, That the state or country of which he is a resident grants equivalent reciprocal privileges to registered architects, registered professional engineers, and registered land surveyors of this state.

(b) A person not a resident of and having no established place of business in this state, or who has recently become a resident of this state, practicing or offering to practice herein for more than sixty days in any calendar year the profession of architecture, engineering, or land surveying, if he shall have filed with the board an application for a certificate of registration and shall have paid the fee required by this act. Such exemption shall continue only for such time as the board requires for the consideration of the application for registration: **Provided**, That such a person is legally qualified to practice said profession in his own state or country in which the requirements and qualifications for obtaining a certificate of registration are not lower than those specified in this act: **Provided further**, That the state or country of which he is a resident grants equivalent reciprocal privileges to registered architects, registered professional engineers, and registered land surveyors of this state.

(c) Officers and employees of the United States of America or any agency or instrumentality thereof while engaged within this state in the practice of the profession of architecture, engineering, or land surveying for the United States of America, or any agency or instrumentality thereof.

(d) Architects, engineers, or surveyors employed by a railroad or other interstate corporation whose employment and practice is confined to the property of such corporation.

Nothing in this act shall require an employee or subordinate of a person holding a certificate of registration under this act or an employee of a person exempted from registration by classes (a) and (b) of this section to be registered as required by this act: **Provided**, His work does not include responsible charge of design or supervision.

Nothing in this act shall prevent any owner from doing any of the architectural, engineering, or surveying work mentioned herein upon or in connection with the construction of buildings on his own property for his own use, nor be construed as preventing

W. J. PHILLIPS

PLUMBING, HEATING, VENTILATING,
POWER PIPING and SPRINKLER
SYSTEMS

307 Stormfeltz Loveley Bldg., 520 W. First St.
DETROIT, MICH. ROYAL OAK, MICH.
ELmhurst 6780 ROYal Oak 2257

NEVER STICK WINDOWS

Don't fail to see this window—the very latest development for the Home, Office or Apartment. Fully weatherstripped—no weights or pulleys—Guaranteed for the life of the building.
COMPLETE STOCK OF QUALITY LUMBER AND MILLWORK

CURRIER LUMBER CO.

14507 VAN DYKE

PLaza 1400

Phone All Yards

a person not registered under this act from planning, designing or supervising the construction of residence buildings costing less than fifteen thousand dollars.

Sec. 20. The board may, upon application therefor, and the payment of a fee of ten dollars, issue a certificate of registration as an architect, a professional engineer or land surveyor to any person who holds a certificate of qualification or registration issued to him by proper authority of the national council of state boards of engineering examiners, or of the national council of architectural registration, or of the national bureau of engineering registration, or of any state or territory or possession of the United States or any country: **Provided**, That the requirements for the registration of architects, professional engineers or land surveyors under which said certificate of qualification or registration was issued do not conflict with the provisions of this act and are of a standard not lower than that specified in section twelve of this act: **Provided further**, That equal reciprocal privileges are granted to registrants of this state.

Sec. 21. The board shall have the power to revoke the certificate of registration of any registrant who is found guilty of:

(a) The practice of any fraud or deceit in obtaining of registration;

(b) Any gross negligence, incompetency, or misconduct in the practice of architecture, professional engineering or land surveying as a registered architect, a registered professional engineer, or registered land surveyor.

Any person may prefer charges of fraud, deceit, gross negligence, incompetency, or misconduct against any registrant. Such charges shall be in writing, and shall be sworn to by the person making them and shall be filed with the secretary of the board.

All charges, unless dismissed by the board as unfounded or trivial, shall be heard by the board within three months after the date on which they shall have been preferred.

The time and place for said hearing shall be fixed by the board, and a copy of the charges, together with a notice of the time and place of hearing, shall be personally served on or mailed by registered mail with return receipt requested to the last known address of such registrant, at least thirty days before the date fixed for the hearing. At any hearing, the accused registrant shall have the right to appear personally and by counsel, to cross-examine witnesses appearing against him, and to produce evidence and witnesses in his own defense.

If, after such hearing, four or more members of the board vote in favor of finding a violation of the provisions of this act, the board shall revoke the certificate of registration of such registered archi-

tect, registered professional engineer, or registered land surveyor.

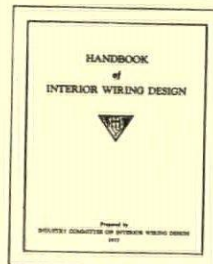
The board, for reasons it may deem sufficient, may re-issue a certificate of registration to any person whose certificate has been revoked: **Provided**, Five or more members of the board vote in favor of such re-issuance.

A new certificate of registration, to replace any certificate revoked, lost, destroyed, or mutilated, may be issued, subject to the rules of the board, and a charge of five dollars shall be made for such issuance.

Sec. 22. Any person who, after this act becomes effective, shall practice, or offer to practice, the profession of architecture, the profession of engineering or land surveying in this state without being registered or exempted in accordance with the provisions of this act, or any person presenting or attempting to use as his own the certificate of registration or the seal of another, or any person who shall give any false or forged evidence of any kind to the board or to any member thereof in obtaining a certificate of registration, or any person who shall falsely impersonate any other registrant of like or different name, or any person who shall attempt to use an expired or revoked certificate of registration, or any person who shall violate any of the provisions of this act, shall be guilty of a misdemeanor, and shall, upon conviction, be sentenced to pay a fine of not less than one hundred dollars, nor more than five hundred dollars, or imprisonment for a period not exceeding ninety days, or both.

It shall be the duty of all law enforcing officers of this state to enforce the provisions of this act. It shall be the duty of the several prosecuting attorneys and the attorney general of the state to prosecute any person violating any of the provisions of this act.

After this act becomes effective it shall be unlawful for any public official of this state or any



Here is a Guidebook to the Home of Tomorrow

The home built today needs wiring and lighting adequate for all of today's needs, and for possible new uses of the near future. Proper electrical installation makes necessary an adequate allowance for fixtures. The correct fixtures will add much to customer satisfaction.

To help you in selecting fixtures and wiring, this new eighty-page book, "Handbook of Interior Wiring Design," will be sent to any architect on request. Supplementing its information, our trained lighting engineers can render valuable assistance on any of your lighting and wiring problems. There is no charge for this service. Call RAndolph 2100 and ask for the Lighting Division.

THE DETROIT EDISON COMPANY

DAY AND EVENING COURSES
in
ENGINEERING AND CHEMISTRY

Detroit Institute of Technology

Fall Term begins September 20th
303 Downtown Y. M. C. A. Building

R. E. DAILEY CO.
Contractors

Industrial and Commercial Construction
MAINTENANCE WORK

507 C. P. A. Building 14th and Michigan
CADillac 5980

political subdivision thereof to accept as a public record or for filing as public record a plan, specification, report or land survey which does not bear the seal of a registered architect, registered professional engineer or registered land surveyor as required by this act, except for public works costing less than two thousand dollars or residential buildings costing less than fifteen thousand dollars.

Sec. 23. This act shall not be construed to affect or prevent the practice of any other legally recognized profession.

Sec. 24. Should any provision or section of this act be held to be invalid for any reason, such holding shall not be construed as affecting the validity of any remaining portion of such section or of this act, it being the legislative intent that this act shall stand, notwithstanding the invalidity of any such provision or section.

Sec. 25. The board of state auditors shall furnish suitable quarters for the operations of this board.

Sec. 26. This act shall become effective as of January one, nineteen hundred thirty-eight.

Sec. 27. Act number three hundred thirty-four of the public acts of nineteen hundred nineteen, being sections eight thousand six hundred sixty-eight to eight thousand six hundred ninety, inclusive, of the compiled laws of nineteen hundred twenty-nine, and all other acts or parts of acts inconsistent with the provisions of this act are hereby repealed.

This act is ordered to take immediate effect.

CITY DECLARES WAR ON 'STICK-OUT' SIGNS

Common Council will attempt to force removal of every "stick-out" sign on Woodward avenue from Adams avenue to the river. Councilman John C. Lodge said today. Lodge spoke in explanation of his vote to deny a petition of the Bond Clothing Company store to erect a new three-story sign at 1000 Woodward avenue.

Detroit Lumber Co.

"Most Modern Finish Factory in Michigan"

Special Millwork, Cabinets and Stairs

No Charge for Service or Shop Drawings

5601 W. Jefferson Ave. Vinewood 1-2090

MARATHON HOUSEKEEPING

As every woman knows, most important stop-and-go mileage is not made in the family car. Far more telling is **house mileage**, the mileage made up of footsteps in your own home, footsteps you can't avoid, footsteps that never seem important until you have to take them hour after hour.

But the excess room-to-room travel causing marathon housekeeping is found only in Footstep Houses. And they in turn are caused only by improper space relationship. No necessary evil, it can be avoided by having your house individually planned by an architect.

Through custom-planning the architect makes certain that your "dream-house" doesn't become a nightmare. For, in building, he is the one **complete planner**. In fact, he even plans your footsteps before you take them—and his skill in solving space relationships insures you against unnecessary steps.

Now all this sounds pretty mechanistic and deadly. But again the architect's genius comes to the rescue as he combines scientific planning in a house built for gracious living.

It is important to remember, too, that the man who actually **builds** your house is restricted by the plans he has to work from. If the plans themselves haven't solved space relationships, if they're not sound, complete, the finished house will be a permanent reminder. That is why good builders invariably prefer to work from the plans of an architect.

For most people the great human experience of building a house comes only once in a lifetime. Why gamble? Certainly it is myopic planning to indulge in penny-saving now which may mean dollar-paying later on—for in the brains, skill and experience of the architect lies your safest insurance.—**The Architectural Forum**, published by TIME Inc., 135 East 42nd Street, New York City. This advertisement is one of a series by The Architectural Forum in the interest of better building. Reprinted from TIME and FORTUNE.

WOODWARD WIDENING INSTALMENT TO BE PAID

Eighty former Woodward avenue property owners today were requested to call at City Treasurer Albert E. Cobo's office to collect a total of \$512,812.30, representing the fifth annual installment on the Woodward widening condemnation awards. The city has five more years to pay off the entire award of \$9,806,453.

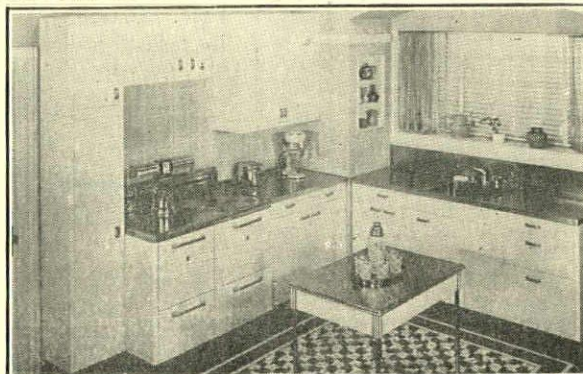
MONEL-METAL STORE

(Convention Hall Bldg.) 4461 Woodward Ave.

Monel Metal Sinks
and
Cabinet Tops

Whitehead Auto-
matic Water
Heaters

Wood Cabinets
Electric Dishwashers
Ranges and
Refrigerators



Use Our Kitchen
Planning Service

Whitehead Steel
Kitchen Cabinets

Open 8:30 to 5:30
Any Time by
Appointment

WHITEHEAD METAL PRODUCTS OF N. Y., INC.

Tel. TEMple 1-8494

Detroit, Michigan

YOUR VACATION IN DETROIT

Fun for Stay-at-Homers and Their Guests

By FLORENCE DAVIES

(The Detroit News)

We promised to tell you how to take a sight-seeing vacation in Detroit.

Our first trip . . . (all our trips start from the city hall) . . . was a short one. It took about two minutes but it was a good beginning.

We started right in at the beginning and like the messengers of Joshua decided to start operations by "spying out the land."

That was easy. From the steps of the city hall we jay walked catercorner across the street to the northwest of Fort and Griswold to the Penobscot Building, and then straight up in the air 47 stories by elevator and a little stair climbing.

The log for this little journey is a simple one:

Destination: Penobscot Building, corner Fort St. west and Griswold.

Transportation: Shanks Mare.

Route: Jay walking across the street.

Time: Two minutes.

Cost: 25 cents admission to Observation Roof.

The tower is reached by elevators, to the 44th floor, and stairway of three easy flights.

Once on the roomy balcony, 565 feet above the ground, the city spreads itself like a great map.

Here on a clear day, one may distinguish landmarks which are 30 miles away. To the west is the great network of railroad tracks along the river and the handsome span of the Ambassador Bridge; toward the east the wide colonnades of the Belle Isle bridge with the island like a green jewel in the river.

Beneath, one handsome D. & C. liner lies tied to the dock and a long, slim, lazy freighter, like some giant canoe left by the Indians, slides down river. Far beyond, one glimpses Lake St. Clair and through the telescope (ten cents for this), the Flats.

If you've ever been a little confused about Detroit's great arteries of traffic, here they are flung out before you. Fort and Lafayette in parallel lines, Michigan, Grand River, and Gratiot like the spokes of a great fan, Woodward and Jefferson at right angles.

The great white mass of the Fisher Building to the north like some modern pyramid of Cheops

piled up against the blue; on beyond, the smoke stacks of the Ford factory and, to the right, the Rotunda. All of this five minutes from the city hall, but you've probably never taken time to see it before.

And now while you're in the building stop a minute and look around.

Did you know that this great towering mass of gray-white limestone with its tremendous feeling of height and power was designed by the same man who designed the totally different Union Guardian Building across the street? Both buildings were erected under the supervision of the architectural firm of Smith, Hinchman & Grylls, for whom Wirt C. Rowland was at that time the chief designer.

So it was largely through the creative genius of Rowland that this magnificent sense of power and height, of mass piled on mass, was achieved with the use of the pure gray-white limestone, while in the building across the street the powerful lines of the composition were achieved with the aid of color.

Notice the rich marble base, the buff colored man-cato stone, the orange red brick, the bands of gayly colored terra cotta and even the addition of some brilliant Pewabic tiles.

Here is one of the most interesting contrasts be-

M. DEN BRAVEN COMPANY

AIR CONDITIONING—VENTILATING
SHEET METAL WORK

Your Call Will Bring An Estimator

TYler 4-5600

**DEN
BRAVEN**

9080 ALPINE

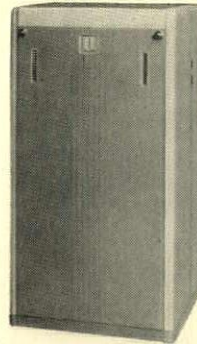
ESTABLISHED 1912

KELVINATOR

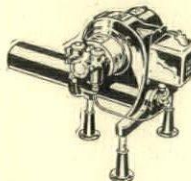
OIL BURNERS

**For Efficient
LOW COST
Operation**

Kelvinator oil burners are designed and built to give users the most efficient automatic heat at the lowest possible cost. They are dependable — quiet — and burn lower priced oil. Hot water attachments at slight additional cost.



Boiler type Kelvinators in sizes to fit any home.



Conversion type to fit user's present heating plant.

**KELVINATOR
DETROIT BRANCH**
NASH-KELVINATOR CORPORATION

4809 Woodward at Hancock
TEmpLe 1-8450

**CINDER
BLOCK
INC.**

HOgarth 1140

Cinder Concrete
Units
For
Firesafe Homes

EVERY ARCHITECT REQUIRES EXPERT SIGN ADVICE

*Call Us When You Have a Creative
Art or Engineering Problem*

WALKER & Co.

NEON SIGNS---ELECTRIC SIGNS

88 Custer Avenue

TRinity 2-6030

tween two buildings, both outstanding, which may be found anywhere in this or any city, yet both structures designed by the same man. The Penobscot building seems to be so severely restrained to the point of plainness. It seems in fact to have almost no ornament. But that is just because the decorations are so restrained, made by grooved or incised carving.

Look again, while you are in the building and see the finely incised lines depicting Indians and hunters, and the handsome pattern above the mail box representing four types of transportation.

On the outside of the building you will see on the Griswold side the signs of the zodiac on the under side of the great arch, with the figures of an Indian and a white man and the symbols representing the signing of a treaty above, over the entrance. These figures, as also the figures representing Industry, Finance and Transportation incised in deep lines on the Fort street side were carved from models made by Corrada Parducci, under the direction of Rowland, the designer.

Don't tell us that you've passed that building a hundred times and never paused to notice these carvings which are so definitely in keeping with the restrained modern spirit of the building.

YOUNGER DAVERMANS JOIN ARCHITECT FIRM

Joseph T. and Herbert C. Daverman, recent graduates of the University of Michigan schools of architectural design and architectural construction, respectively, have joined the firm of J. & G. Daverman, architects.

As a recipient of a traveling fellowship, Joseph will tour Europe for a period of approximately eight months, during which time he will study the architectural character of the European countries, stressing small home design and churches. This research of both interior and exterior will cover English, French and Italian homes and churches of France, England, Germany and Italy.

While at the University of Michigan, Joseph worked for Thomas Tanner, architect of Ann Arbor, and Herbert received his experience with the firm of Cuthbert & Cuthbert, architect and engineer, also of Ann Arbor. Both young men received the degree of bachelor of architecture in June, are connected with Phi Alpha Kappa, and are graduates of Calvin College.

DETROIT PORTFOLIO

In a previous issue of the Bulletin we mentioned those firms and individuals to be represented in the Detroit section of American Architect And Architecture for August.

We neglected to mention that Roger Allen will be represented by an article on "Architecture F.O.B." This article will sound the opening note for the Detroit section.

**PRE-SHRUNK
HIGH GRADE
FRAMING LUMBER
DWIGHT LUMBER CO.
Vinewood 2-4500**

FREDERIC B. STEVENS, INC.
Face Brick, Enameled Brick, Roofing and
Floor Tile, Glazed Brick and Tile
Representatives for
FEDERAL SEABOARD TERRA COTTA
Third and Larned Streets
RANDOLPH 5990 DETROIT, MICH.

WYANDOTTE APARTMENT CONTRACT LET

The general contract for the erection of a twenty-two apartment building at the corner of Eureka and Third St., Wyandotte, has just been awarded Alfred R. Yops & Son of Detroit.

Estimated cost of the building was placed at \$80,000.00 to \$90,000.00. Plans for the building have been drawn by Williams Brothers, architects of Detroit.

Excavation will begin immediately and completion is scheduled for December 1.

The apartment is being erected for William B. Morgan and Ida Morgan, who formerly lived in Wyandotte.

The structure is to be three stories, 45'x138', and apartments will be of three to five rooms.

ACME CUT STONE CO.

9630-9690 Greeley Ave.

Detroit, Mich.

LOngfellow 5770-1-2-3

GLANZ & KILLIAN CO.

Contractors

PLUMBING - HEATING - VENTILATING
FIRE PROTECTION SPRINKLER SYSTEMS

1761 W. Forest Ave.

TEmple 1-7820

SCHROEDER PAINT & GLASS COMPANY

POLISHED PLATE AND WINDOW GLASS
PAINTS, OILS, COLORS, VARNISHES, Etc.

5914-5938 Twelfth Street

Phone MAdison 3500

Detroit, Mich.

341
The Octagon,
1741 New York Ave.,
Washington, D.C.

WEEKLY BULLETIN



MICHIGAN SOCIETY OF ARCHITECTS

OFFICERS

ANDREW R. MORISON, President
ROBERT B. FRANTZ, 1st V.-Pres.
GEORGE F. DIEHL, 2nd V.-Pres.
CARL KRESSBACH, 3rd V.-Pres.
CORNELIUS L. T. GABLER, Sec'y.
JOHN C. THORNTON, Treasurer
TALMAGE C. HUGHES, Exec. Sec'y.

Editor

TALMAGE C. HUGHES
120 Madison Ave., Detroit
Telephone Cherry 7660

Business Manager

E. B. FAUQUIER

DIRECTORS

ROGER ALLEN
WILLIAM D. CUTHBERT
CLAIR W. DITCHY
BRANSON V. GAMBER
ARTHUR K. HYDE
AMEDEO LEONE
N. CHESTER SORESENSEN
D. ALLEN WRIGHT

Published Weekly. Subscription Price: \$2.00 per year (Non-Members \$5.00)
Entered as second-class matter Dec. 9, 1930, at the Postoffice at Detroit, Mich., under the Act of March 3, 1879.

Vol. 11

DETROIT, MICH., AUGUST 10, 1937

No. 32

COLOR

A Radio Broadcast by the Hi-Speed Factfinder

In entering the field of color, one finds himself unexpectedly and surprisingly in the middle of a sort of No Man's Land, for over the subject of color there seems to be raging a kind of intellectual warfare. The main conflict is between the physicists who have been put on the defensive, and the psychologists who have certainly stirred things up.

Obviously, there can be nothing new in the phenomena of color; color must be as old as the hills, the sea, and the sky. But apparently man took little notice of it in old times; certainly there is very little mention of it in old writings. The Bible, for instance, mentions the sky over four hundred times, but not once does it say the sky is blue. Only during the last couple of decades has the world become color-conscious with any degree of violence. Before then, the physicists set down a number of theories, which, so far as they go are still more or less right.

For instance, the physicists says that in the ordinary sense, there is no such thing as color. Color, says science, is created by three things: first, by the light that an object receives; second, the manner in which the object reflects, transmits or absorbs the light, and the cancelling effects produced by the interference of light waves; and third, by the color sensibility of our eyes!

Science translates color in terms of light waves, for, of course, just as sound travels in waves, so does light—in everything from rapid short waves to slow long waves. The longest light waves give us the sensation of red; the shortest give us a sense of purple (or violet). Waves that are too short to be seen are ultra-violet, while those that are too long for the eyesight are infra-red. The infinite number of different wave lengths emitted from the sun produce white. A minimum of blue waves travelling forth from a kerosene lamp makes blue look less blue to the eyes than it does in the sun. The light rays from a mercury light, having no long rays, kill all red, and people under this type of light literally turn green. So you see, the infinite variety of light waves playing with and against each other produce the different possibilities of color.

But according to the physicists, these possibilities of color are never realized without the sensibility of the eyes. The effect of these different light waves, is carried to the brain, according to an old theory which is still accepted, by three separate and distinct sets of nerves—one set responding to long waves making red, another set to waves producing yellowish-green; and the third to blue-violet. As these different nerve sets vibrate singly or in

combination, the different colors are produced in the brain. If all three are stimulated, the effect is white.

Science says, further, that there is no such thing as a primary color. Many different schools of thought have produced many different theories about colors—usually in sets of three—and usually, perhaps, yellow, red, and blue. These were taught in the colleges; and many intelligent people still cling to the old dogma with reverence. But science says that ten minutes in a modern laboratory will prove the venerable old tradition to be false. For instance, the old theory says you mix blue and yellow and get green; science mixes blue and yellow—and gets GREY.

Enter the color psychologist! One of them yells HOOEY at the physicists, and the battle is on.

The physicist says color is an energy, translated in terms of wave lengths, amplitudes and velocity. The psychologist believes color is a matter of sensation, emotional response, association, and mental judgment. And with a gesture of supreme triumph, the psychologist points to black. All the color-recording machinery of the physicist is utterly indifferent to black; put black before the most sensitive apparatus, and nothing happens. But, cries the color psychologist, to the human mind black may be positively sensational. Science says black is not a color at all. One brilliant psychologist of color, claims that far from being no color at all, black is on the contrary one of the three primary colors which include white, black and a hue. Hue, incidentally, is used in both battling camps, and means that quality by which we distinguish one color from another—red from blue, green from brown, yellow from purple, and so on.

In ancient times, there was no name for any color. In 1930 two gentlemen published a dictionary of color showing over seven thousand different hues, values and chroma.

We have already explained what a hue is. The

(Continued on Page 3)

BUILDERS' AND TRADERS' EXCHANGE OF DETROIT

Herman Banbrook, President; Edgar Leavenworth, Vice-Pres.; Gage Cooper, Vice-Pres.; John Wenzel, Treas.;
Directors: Geo. Cruickshank, Walter Gieseking, Bert Haberkorn, Ray Spitzley, Vern Taylor
Edwin J. Brunner, Secretary

439 Penobscot Bldg., RAndolph 5500

Edited by E. J. Brunner

LENHARDT WANTS COOPERATION

D. P. W. COMMISSIONER CHIDES CARELESS BUILDERS

Under date July 29, we received the following letter from L. G. Lenhardt, Commissioner of the Department of Public Works of the City of Detroit.

Mr. E. J. Brunner,
Secretary,
Builders' & Traders'
Exchange,
439 Penobscot Bldg.,
Detroit, Michigan.
Dear Sir:

We would appreciate your calling the attention of the industry, through your bulletin, to the following situation.

In many instances, builders are piling material on to public streets and sidewalks and leaving it unprotected by barricades or lanterns or other proper methods to cover the particular situation. Material is piled into ditches on unpaved streets and in some cases on top of catch basins, thereby obstructing drainage flow. Excavations adjoining sidewalks have been left unprotected.

Equipment is left in the streets at night, without red lights being placed, and in some cases the equipment has been placed at right angles to the street line, so as to block almost half a street and left without lanterns.

Many excavations have been made carelessly, with the trucks driving over adjacent sidewalks, breaking the sidewalks in many cases. We have been in receipt of many complaints of this nature from adjacent property owners, as well as the fact that rubbish is allowed to accumulate and either thrown or blown on to adjacent property.

We appreciate that unavoidably there is a certain amount of rubbish, unsightliness and even a hazard connected with any job under construction; it is not our intention to criticize this. We desire to cooperate with the construction industry to the fullest

GOLF AUGUST 11 At Clinton Valley

Reservations are necessary. Make them before
ten A. M. August 11. Call RAndolph 5500.

extent possible but our main duty is to keep the physical facilities of the city in the best possible condition, for the greatest service and safety to the public. It can be done for

many builders do operate with the least inconvenience to the public.

We believe the conditions above are due in most cases to thoughtlessness, because of the pressure of the job and that most builders will appreciate the fairness of our request to eliminate such conditions and cooperate fully. Please remember that this office is charged with a specific duty and has incurred considerable criticism through its efforts to encourage the construction industry. There may be a few cases where drastic measures will have to be taken but we believe we can count upon the cooperation of the builders, which will benefit both the city and the industry, of which the builders are a part.

A well kept job is certainly a better advertisement for future business than a slovenly and dangerous job.

Yours for a safer and cleaner city,

L. G. LENHARDT,

Commissioner.

LGL/LN.

NELSON COMPANY

DETROIT — ROYAL OAK — ANN ARBOR

Phone
RAndolph
4162

R. O.
3480

Ann Arbor
23701

WHOLESALE

PLUMBING AND HEATING SUPPLIES
Dependable Products—Dependable Service

NEVER STICK WINDOWS

Don't fail to see this window—the very latest development for the Home, Office or Apartment. Fully weatherstripped—no weights or pulleys—Guaranteed for the life of the building.

COMPLETE STOCK OF QUALITY LUMBER
AND MILLWORK

CURRIER LUMBER CO.

14507 VAN DYKE

Phone All Yards

PLaza 1400

H. H. DICKINSON COMPANY

5785 Hamilton Ave. MADison 4950

COMPLETE BUILDERS SUPPLIES

Armored Concrete Curbing

Master Builders Products

Heatilators

Asphalts

CLASSIFIED BUILDING TRADES

GENERAL CONTRACTORS

GEORGE W. AUCH CO.—3646 Mt.
Elliot, PLaza 1190.

PETER A. KOCKX & SONS—4697
Dickerson Ave., MURray 3748,
TUXedo 2-0163.

PATRONIZE OUR
ADVERTISERS

LUMBER DEALERS

DETROIT LUMBER CO.—5601 W.
Jefferson Ave., Vinewood 1-2090.

HURD LUMBER CO.—6425 W. Ver-
nor Highway, Vinewood 1-4120.

C. W. KOTCHER LUMBER CO.—2137
Gratiot Ave., Fitzroy 3390. Estab-
lished 1864.

O'HARA-QUINLAN LUMBER CO.—
14811 Meyers Rd., HOgarth 5110.

RESTRICK LUMBER CO.—1000 W.
Grand Blvd., LAFayette 0500.

F. M. SIBLEY LUMBER CO.—6460
Kercheval Ave., Fitzroy 5100.

WALLICH LUMBER CO.—3741 St.
Aubin Ave., TEMple 2-6660.

IRONITE WATERPROOFING AND
RESTO-CRETE

WESTERN WATERPROOFING CO.
—410 Murphy Bldg., CADillac 9646.

PLUMBING, HEATING AND
VENTILATING

E. B. REID.—8817 Mack Ave., PLaza
2537.

C O L O R

(Continued from Page 1)

"value" of a color, in physics, is the amount of light it reflects (or what the artist will call light and shade). The chroma is the intensity or strength of the color.

At any rate, while the battle goes on, while definitions of color pour in upon every side, the fact remains that color plays an increasingly important part in industry and our daily life. Industry and human beings originally employed color for one of three purposes. First of all for identification (Willie's toothbrush would be blue while Hester's would be pink—or the Irish flag would be green while the Communists express themselves in red.) Then color was used to get attention—first, probably, by the A & P stores which were always painted red. And color was employed as a method of standardization—all tonics for the blood were red while tonics for digestive complaint were green. The Bureau of Standards in Washington actually determines the color standards of many commercial products such as bricks, tobacco, flour, honey, tomatoes and false teeth!

Color became not only a terrific boon to the printed advertising trade, but a master salesman of modern times. There's the classic case of two rival automobile manufacturers. One suddenly kicked over the traces and came out with models of many different colors. The other stuck to black—stuck to it, that is, until the colorful cars hit top spot from point of view of sales. Then he, too, gave in to modern trends of color and more of it. There are hundreds of similar cases in which the introduction of color has been a shot in the arm to industry. Many a package has been re-designed to boost sales with surprising success, particularly in the cases of Lifebuoy Soap, Bokar Coffee, and Packer's Pine Tar Shampoo.

And when the psychologists and the physicists forget their differences and get together, we'll probably find out that color may be not only decorative, but infinitely more important. Both are right as they are wrong. It's simply a case of getting together. Science says light colors prevent heat absorption. Petroleum in tanks that are painted white does not evaporate. And just as color thus affects material things, so does it affect things spiritual. Color makes us hot or cools us off; it uplifts us to a sense of purity or fills us with a sense of wickedness. Red is hot; blue is cool; green

is restful, and orange is lively without passion. Meanwhile, without paying much attention to these things, we fill our houses with orchid mops, Nile green bedrooms, Rose duBarry bathtubs, Ionian Black fireplaces, and Clair-de-lune Blue kitchen sinks—to say nothing of burning blue coal in an Ivory de Medici furnace. And color is creeping into architecture, though it has yet to make the skyscraper a solid mass of color. Yet even here, there is the black and gold American Radiator Building of New York City pointing the way.

Finally, there is a battle of colors that we have not yet told you about, but which is one of the happiest battles ever fought. It's the battle of amber against black. Amber comes off victorious every time. And the one to benefit is YOU. Because, you see, black stands for hard carbon deposits under the hood of your car, while amber stands for the new victorious HI-SPEED EX-CARBON GAS. Give this amber HI-SPEED EX-CARBON GAS a chance to fight the black hard carbon deposits on the upper cylinder parts of your automobile engine and you will be thrilled with the victory of smoother power and a cleaner sensitivity.

There's another battle of colors, too. But this is one you had better stay away from. This battle is ALWAYS dangerous, and it's OFTEN deadly. It's the battle of red and green. In short—if you want to play safe—you'd better not go green when the traffic light is red. And that's—a fact!

R. E. DAILEY CO. *Contractors*

Industrial and Commercial Construction
MAINTENANCE WORK

507 C. P. A. Building 14th and Michigan
Cadillac 5980

ARCHITECTS!

Your Attention Please

CROWLEY- MILNER'S

Contract Sales Dept.

... carries a complete line of Famous Make


- Floorcoverings • Venetian Blinds
- Composition • Electrical
- Window Shades • Fixtures

Our tremendous stocks of Famous Make Merchandise offers you a complete choice. Whether your needs call for a single room or a large institution we are prepared to serve you EFFICIENTLY and ECONOMICALLY!

CONTRACT SALES DEPARTMENT

RAndolph 2400

Extension 183



BLOCK & BRICK INC.
MAKERS OF
SAND LIME BLOCK & BRICK

Products manufactured from the White Sands of Lake Michigan. Lighter in weight and color.

Patronize Our Advertisers

WENZEL FLOORS

Johns-Manville Asphalt Tile

Magnesite Composition

Rubber Tile - Masonite Cork Tile

439 Penobscot Bldg.

RAndolph 5500

BOARDS FROM SUGAR CANE PROVE STRONG IN COLUMBIA TEST

Building boards made from sugar cane proved stronger than wood in tests recently completed by the Department of Civil Engineering in Columbia University. Described as another step toward the attainment of the "synthetic house", the material, of utility in insulating sheathing, has, as a result of the Columbia laboratory tests, been accepted by the Building Department of the City of New York as a substitute for wood in frame construction.

It provides the frame house with a new "muscle" to take the place of the sheathing which for generations has always been constructed of wood boards. The tests also showed that, as an insulator, it was three times as effective as wood.

The composition affords protection against termites in the tropics. A motion picture organization going on location in Samoa shipped its equipment in packing crates made of the new synthetic board, which successfully resisted the ravages of the pests. Wooden packing cases, it was said, are often devoured in transit to tropical regions by termites, of which more than a thousand species exist.

The Columbia experts discovered that the cane fiber sheathing was 28 per cent stronger than diagonal wood sheathing, and 330 per cent stronger than horizontal wood sheathing. It is also cheaper than wood and is expected to reduce the cost of

the small house, as well as to speed construction by promoting mass production.

In appearance, it is a large black panel, one inch thick, four feet wide and eight to twelve feet long. One side is coated with an aluminum compound and the reverse side is marked to indicate stud lines for nailing.

Produced from bagasse, a by-product of sugar cane, it is an almost pure cellulose fiber second in strength only to hemp. The crushed cane stalks are cooked, digested, cured, cleaned and the bagasse separated, further treated chemically to enable it to resist water, rot, termites, fungi and vermin, and then formed into a continuous board. This board is put through a dryer which removes all moisture and is cut into desired lengths. A coating of black asphalt waterproofs the board.

The bagasse fibers lend themselves naturally to the process, it was explained. Each fiber has innumerable tiny hairs or thorns which interlock with those of other fibers in the manufacturing process, so that no binder is needed to give the board strength and rigidity. Because of the uniformity of the raw material and its fabrication into panel form, there is virtually no variation in either the strength or the insulating value of the product.

High insulating value, according to the engineers, is accounted for by porosity. Moisture, they point out, destroys insulation. For use in sheathing, the new synthetic panel is coated with black asphalt, which accomplishes waterproofing by forming an impervious coat over the porous, insulating core. The side of the panel which goes next to the stud air space is further sprayed with aluminum which discourages condensation on this interior space.

Most of the improvements in house design, it was said, have been concerned with equipment, gadgets, and other accessories, such as built-in bathtubs, door bell chimes, oil burners, and air conditioning devices. While these advances were being made, frame construction remained practically unchanged.

The new development, it was declared, alters the historic conception of home building, providing a stronger structural base for the house frame and functioning as hidelike covering which binds loose members of a loose skeleton together.

The new buildings for the Delaware River aqueduct project in Putnam County are being sheathed

O. W. BURKE COMPANY GENERAL CONTRACTORS

FISHER BUILDING
Detroit, Michigan
Madison 8810



We respectfully suggest
you investigate the High
Quality of Petoskey Ce-
ments

and especially:—

**PETOSKEY HIGH EARLY
STRENGTH PORTLAND CEMENT**

**PETOSKEY WATERPROOFED
PORTLAND CEMENT**

and

PETOSKEY MORTAR CEMENT

THEIR CHEMICAL AND PHYSICAL
ANALYSES ARE OUTSTANDING

**PETOSKEY PORTLAND
CEMENT COMPANY**

Petoskey

Milwaukee

Detroit

Chicago

— P E L L A —

Rolscreens—Venetian Blinds
Metal Weatherstrips—Caulking
Double Glass Steel and Wood Sash

Detroit Rolscreen Company

12236—12th St.

Townsend 8-3812

IVAN C. SHIER
GENERAL
CONTRACTOR



"ARCHITECTS'
PATRONAGE
PREFERRED"

400 W Warren

Temple 1-3150

with the cane fiber board, in accordance with plans drawn by the Department of Water Supply of the City of New York.

The Columbia tests were witnessed by engineers of the building departments of the four boroughs, with the exception of the Bronx, and the Celotex Corporation, which developed the process.

ARCHITECT WARNS OF FEDERAL "PLANNING FACTORY"

Looking to a reorganization of Federal Government departments, the architectural profession must develop a method of selection of architects for public buildings which will eliminate politics and guarantee distinguished service, Electus D. Litchfield of the New York Chapter of the American Institute of Architects declares.

Defense of architecture against its "false sons"—national and state Civil Service employees who have organized to prevent employment of the architect in private practice—is necessary, according to Mr. Litchfield, who urges the Institute to prepare a "practical program" to be put into effect at the earliest opportunity. Architects should guard against the establishment of "a great planning factory" in Washington, he warns.

"What has any group of architects done for the development of a method for the selection, in a competent way, of the man or men best qualified for appointment by the Government?" asks Mr. Litchfield. "Does our profession wish to have demonstrated inspiration, ability, and experience adequately rewarded, as they are in the other professions, or does he wish that in all stages of his career he shall compete—regardless of how fallible judges and juries may be—on equal terms with the beginner and the worn-out hack?"

"In the City of New York an effort has been made in the last two years to separate municipal appointments as far as possible from political considerations, civic or professional, and to have them based on demonstrated ability, experience and character. Both competition and direct appointment have virtue. Sometimes and in some cases competition should be definitely in order, but generally direct appointment is more practical and in fact more fair.

"For the National Government, the architect must work out a method of selection which will be just, which will be outside of politics, and which, insofar as is humanly possible, will guarantee efficient and distinguished service.

"If not now, in the not too distant future there will come a reorganization of the governmental departments. With this reorganization, it is reasonable to suppose, will come a unification of those agencies having to do with the planning and construction of the Government's buildings. Shall this become a great planning factory or shall it be a

supervisory agency which will collate and present the Government's requirements and sit in consultations with the architect in private practice as an intelligent representative of the owner? It is for the architect to say.

"In the city and in National Government we are at the turning of the ways. The public has no stomach for the extension of bureaus and bureaucratic organization.

"Membership of these bureaus has increased by leaps and bounds and these so-called architects or draughtsmen, fearful that their weekly stipend may cease, are organizing to reach out for work which for generations has been the grand prize of independent practice.

"The architect must be defended against himself. Who are these Civil Service employees who in state and nation organize to prevent the employment of the architect in private practice? They are architects—some, many perhaps, of real ability, but discouraged and disheartened by the tragic disappointments found in every profession and so characteristic of architecture that, rather than face the uncertainties of normal architectural practice regardless of how it reacts upon their fellows, they would have all public work placed with departmental bureaus rather than their salaries jeopardized.

"These, and draughtsmen with ambition dead, with no inspiring vision of future practice as architects,

(Continued on Page 3)

DAY AND EVENING COURSES in ENGINEERING AND CHEMISTRY

Detroit Institute of Technology

Fall Term begins September 20th
303 Downtown Y. M. C. A. Building



The most practical boiler yet developed. Universal
• burns any kind of fuel • Coal, Coke, or Oil •
and uses less of it! One of the complete line of
products in new American Radiator Conditioning
Systems for new homes or modernization.

Write now for full details. Dept. MAS 6.

PARK and McKAY

In Business Since 1876

Distributors for

Kohler Plumbing Fixtures

Showroom at

14401 Meyers Rd., north of Gr. River

HOgarth 6200

AMERICAN RADIATOR COMPANY

DIVISION OF AMERICAN RADIATOR & STANDARD SANITARY CORPORATION

40 West 40th Street, New York, N. Y.

ARCHITECTS' REPORTS

Agree, Chas. N., 1140 Book Tower, CA. 9263.—
Preparing plans on following:

Inspection Unit and Garage—St. Jean and Kercheval. Dept. of St. Rys.

Preliminary studies, apt. bldg., East Jefferson Ave. and Seminole.

Remodeling store, 1065 Woodward Ave. Cunningham Drug Stores, Inc.

Remodeling 2-sty. and bmt. store bldg., Oakman Blvd. and Grand River. Davidson Bros., Inc.

2-sty. and bmt. Mercantile Bldg., Jos. Campau and Yemans, Hamtramck. Federal Dept. Store.

Remodeling 2-sty. and bmt. store bldg., Allegan and S. Washington Ave., Lansing. Cunningham Drug Stores, Inc.

Prelim. studies, apt. bldg., Covington Drive and Second Blvd.

Two-story warehouse and remodeling of present warehouse at 12th and Maranette Aves. Cunningham Drug Stores, Inc., Owners.

One-story store bldg., Michigan and Central Aves. for Vinton Realty Co.—Owners.

Remodeling of store at Grand River and Joy Rd. for Cunningham Drug Stores, Inc.

Owner taking bids:

One-story store bldg. (five stores), Harper Ave. between Chalmers and Lakewood.

Two-story add. to Federal Dept. Store on Gratiot Ave. near Seven Mile Road.

Bids closed:

1,500 seat Harper Theatre, located at the corner of Harper and Lakewood Aves., Harper Theatre Co.—Owners.

Coolidge Garage and Inspection Unit for Dept. of St. Rys., City of Detroit—Owners.

Contracts let:

Masonry and Carpentry—R. E. Dailey & Co.; Steel Sash—Truscon Steel Co.; Steel Sash Erection—Steel Sash Erecting Co.; Roofing—Kalt Co.; Face Brick Cleaning—Floyd H. Heineman Co.; Elevator—Elevator Constr. Service Co.; Plumbing and Heating—Warner Plumbing & Heating Co.; Steel Tank—Chicago Bridge & Iron Co.; Sprinkler—Detroit Independ. Sprinkler Co., for the four story warehouse at 444 Willis Ave. Davidson Bros., Inc., Owners.

Excavating and Masonry—Great Lakes Constr. Co.; Carpentry—A. Balbirer; Iron and Steel—Acorn Iron Works; Steel Joists—Gabriel Steel Co.; Macotta—Maul Macotta Corp.; Tile Work—Gibraltar Floors, Inc.; Painting—Herbert T. Sloman, Inc.; Finish Hardware—J. H. Freeman; Electric Work—Checker Electric Co., for one story store building corner Michigan and Junction. Cunningham Drug Store—Owners.

Bennett & Straight, 13526 Michigan Ave., OR. 7750.—1300 seat theatre, Monroe, Mich., 63x150, auditorium and balcony, 2 rental shops, air cooled system and steam heat, enamel metal, exterior—cinder block, interior. Fig. on revised mech. trades closed.

Same.—400 seat theatre, Lake Odessa, Mich. One story, 2 shops, glass front, cinder block interior, steam heat, gas fired boiler. Bids closed.

Same.—Fig. on theatre, Milford, Mich. due Aug. 9.

Same.—Taking fig. on church, 38x70, Fenton, Mich.

Deihl, Geo., 120 Madison, CH. 7268.—Prep. plans for alteration to Catholic Central High School, Woodward and Belmont. Bids due on August 9.

De Rosiers, Arthur, 1414 Macabees Bldg., CO. 2178.—Plans for Rectory, St. Michael's Parish, Flint, Mich. Rev. Maurice Chawke, Pastor. Ready about Sept. 15.

Same.—Plans for alt. to St. Edward's Rectory—Crane and Charlevoix ready about Aug. 30.

Giffels & Vallet, Inc., L. Rossetti, Associate, 1000 Marquette Bldg.—Preparing plans for extension to power house for local manufacturer.

Preparing plans on following:

Mfg. bldgs. in New Jersey, assembly plant, air

JOHN H. FREEMAN

ARCHITECTURAL HARDWARE
PROPERLY SERVICED

Architects' Bldg.

TEmples 1-6760



Reg. U. S. Patent Office
PROVEN PAINT PRODUCTS

Specify and Use

R-M Decorative Interior Finishes

Rimaco Seal-all Primer

Rimaco Wall Finish—Flat

Semi Gloss

Rimaco Stippling Wall Finish—

Flat, Semi Gloss

R-M Dado Enamels

R-M Glazing Liquid

R-M Floor Varnish

R-M Interior Trim Varnish

RINSHED-MASON CO.

Manufacturers

Paints, Varnishes, Enamels and Lacquers

5935 Milford St.

Detroit

Garfield 5161

Detroit Lumber Co.

"Most Modern Finish Factory in Michigan"

Special Millwork, Cabinets and Stairs

No Charge for Service or Shop Drawings

3601 W. Jefferson Ave.

VInewood 1-2090

GOOD

HARDWARE FOR OVER 50 YEARS

RAYL'S

1233 Griswold Street

conditioned precision instrument bldg., office bldg. with ornamental enclosed water tower, foundry, garage, warehouse, personnel bldg., engineering bldg., power house and outside facilities such as gate houses, fences, railroad facilities, grading, drainage, pumping stations, sewers, etc.

2 heavy press pits for local manufacturer.

3 body conveyor bridges, 2 sub-stations and air compressor installation for local Auto Company.

High pressure boiler and turbo-generator for local Auto Company.

2 power transformer stations for local Auto Co. Cold mill facilities for local company.

Pickling tank installation and manufacturing facilities for local tube co.

Balconies and conveyor installations for local co. Taking figures:

Factory extension, local manufacturer.

Bids closed.

Additional office facilities for Automobile Club. Contracts awarded:

Harley & Ellington, 1507 Stroh Bldg., RA. 9030.

—Preparing working drawings for grain storage building for John Eichler Brewing Co. Structural steel and fire proof concrete construction, steel grain storage bin and grain handling equipment.

Same.—Bottling works for Schmidt Brewing Co. deferred.

Jameson, Lawrence B., 8380 Jos. Campau Ave., MA. 9146.—Sausage factory. Figures due Aug. 16.

Same.—Fig. on alt. to Store, owner—J. Miller. Closed.

Same.—Res. for C. Barton. Fig. due Aug. 6.

Same.—Elevator contract on Hamtramck Hospital awarded to Detroit Elevator Co.

Same.—Bids closed on remodeling of store, 9440 Jos. Campau.

Same.—Prep. plans for sales and service station, 60x100. Owner—Dick Connell.

Malcomson, Calder & Hammond, Inc., successor to Malcomson & Higginbotham, 1217 Griswold St., CA. 9651.—Prep. dwgs. for new girls' dormitory and Union bldg. for Western State Teachers College, Kalamazoo, Mich.

Mason, Geo. D. & Co., 409 Griswold, RA. 7850.—

LeRoy & Newlander, Kalamazoo, Mich., Associates.—Prep. working drawings for Kalamazoo Post Office.

Merritt & Cole, 1111 Collingwood, LO. 2483.—Westminster Presbyterian Church, Lansing, Mich. Held over until Sept

O'Dell & Rowland, 904 Marquette Bldg.—Making drawings for addition and alterations to residence for Elmer Sylvester, Birmingham, Mich.

Same.—Making drawings for alteration to plant of Michigan Wineries on John R., Detroit.

Same.—Preparing drawings for alteration to Parish House, St. John's Church, Montcalm St.

Schley, Cyril E., 605 Lafayette Bldg., CA. 8499.—Three story apt. bldg., 110x130. Bids closed.

Same.—Remodeling of five story apt. bldg. Bids closed.

Smith, Hinchman & Grylls, 809 Marquette Bldg., RA. 8825. St. Luke's Hospital, Marquette, Mich. Bids closed.

Stachowiak, Stephen J., 3005 Caniff, TO. 8-7122.—Preparing plans for the following:

Two story and office bldg., Dearborn.

Same.—Preparing sketches on the following: Hospital for Contagious Diseases; 36x100 addition to auditorium; 40x70 two story addition to Veterans' Home, postponed for three months.

Same.—Taking figures on the following:

Two story and basement store and office bldg., Mich. Ave. and Junction.

Same.—Bids closed on the following:

Sausage factory, postponed for 60 days (letting of contract and building); two story store and office bldg., Mich. Ave.

Wright, Frank H., 418 Fox Bldg., CH. 7414.—New bar and cocktail room for Webster Hall, including exterior. Morris Pelavin, gen'l. con.

Same.—Remodeling Iola Restaurant. Owner doing work.

Same.—Prep. plans for res. for C. A. Pfaffenberger.

FREDERIC B. STEVENS, INC.

Face Brick, Enameled Brick, Roofing and Floor Tile, Glazed Brick and Tile

Representatives for

FEDERAL SEABOARD TERRA COTTA

Third and Larned Streets

RANDOLPH 5990

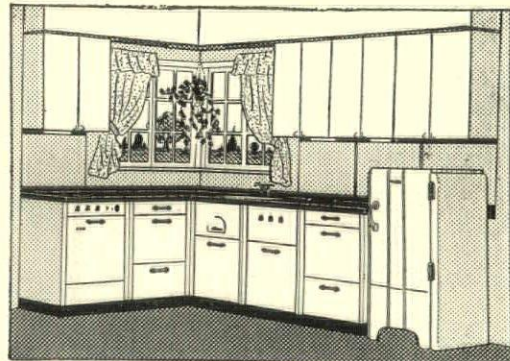
DETROIT, MICH.

Patronize Our Advertisers

MEN REALIZE

that the less work their wives do, the happier the home is, that the electric kitchen solves the principal cause of the too much work complaint, as well as the help problem.

Let us cooperate on any planning, remodeling or modernizing without obligation.



GENERAL ELECTRIC SUPPLY CORP.

KITCHEN PLANNING DEPARTMENT

2985 East Jefferson Fltroy 5800

Michigan Distributors for

General Electric Home Servants

"Standard"
PLUMBING FIXTURES

"Sunbeam"

AIR CONDITIONING SYSTEMS

Murray W. Sales & Co.

MAdison 4200

801 W. BALTIMORE AT THIRD

*"Bring Your Clients to Our
Display Rooms"*

AIR CONDITIONING NO LONGER LUXURY

Manufacturers of air conditioning units are rapidly dispelling a supposition that their products are available only for the more expensive homes and mercantile buildings.

A comparatively few years ago when the benefits of air conditioning first began to be recognized generally, the cost of necessary equipment was naturally high. Public demand for proper home heating, however, stimulated manufacturers' ingenuity to the point where today even the most modest five-room bungalow can be fully equipped with an air distribution system complete with power blower, filter, humidifier and thermostatic control at remarkable low cost.

F. E. Ritzenheim, president of the Domestic Air Conditioning Co., drew a parallel Saturday between the air conditioning and automobile industries to illustrate the development which makes air conditioning available to the man of average income.

"In its early days the automobile was considered a luxury because it generally was beyond the means of the average man," he said. "Through research and development, improved production and distribution, however, the automobile became a practical necessity."

**PRE-SHRUNK
HIGH GRADE
FRAMING LUMBER
DWIGHT LUMBER CO.
Vinewood 2-4500**

"YOUR ARCHITECT IS O. K.— he chose KOHLER FITTINGS!"

Kohler fittings are cast in brass of high copper content. Valves have double action threads, cleanly and deeply turned. Surfaces are coated with heavy, lustrous chromium. Kohler fixtures deserve Kohler fittings. Kohler Co., Kohler, Wis.



KOHLER of KOHLER

"A similar advancement is being made in the air conditioning industry. Air conditioning units that sold for \$900 a few years ago have been supplanted by much improved units at far lower prices.

"Because of improved production and distribution methods, air conditioning, with all its saving features, is available today for the man of average income. Manufacturers have prepared for the trend to the smaller home and have designed thoroughly efficient units that provide complete filtration, humidification and distribution of heated air in a one-story, five-room house for as little as \$325 and in a two-story, six-room house for as little as \$425."

These units, Ritzenheim explained, are designed for coal, coke or other solid fuel furnaces, but may easily be converted to oil burner or gas furnaces without losing their efficiency.

ARCHITECT WARNS OF FEDERAL "PLANNING FACTORY"

(Continued from Page 5)

no hope themselves of creating great works of art, are the false sons of architecture who have united to arrogate to themselves the manufacture of what should be great works of art.

"What does the future hold for architects? They have passed through a period of depression which has tried their souls. Out of that travail there comes, perhaps, a new art. Architects look facts more clearly in the face; they come down to stark realities. Gone are the conventions which cramped style, forgot the spacious vocabulary of the ages.

"Buildings must function and design be based on function. But must ugly things be exalted because they are ugly? Must architects always speak in words of but one syllable? Are they condemned to be of those who 'have lost their illusions and wander forlorn in a wilderness of fact'? Must ideals give way to business? Is unselfishness completely out of date? Or, with renewed courage, inspired by the greatness of their profession and the nobility of their art, may architects not go on to new standards of beauty based on truth?"

PUNCH and JUDY THEATRE

Kercheval at Fisher Road Niagara 3898

WEDNESDAY—THURSDAY AUGUST 11—12

Don Ameche—Ann Sothern in
"Fifty Roads to Town"

FRIDAY—SATURDAY AUGUST 13—14

Olivia De Havilland—Ian Hunter in
"Call It a Day"

Sat. 11 P.M.—Helen Mack in "You Can't Buy Luck"

SUN.—MON.—TUES. AUGUST 15—16—17

Fred Astaire and Ginger Rogers in
"Shall We Dance"

EVERY ARCHITECT REQUIRES EXPERT SIGN ADVICE

Call Us When You Have a Creative
Art or Engineering Problem

WALKER & Co.

NEON SIGNS—ELECTRIC SIGNS

88 Custer Avenue

TRinity 2-6030

NEW GAR WOOD SIGNS MAKE APPEARANCE

"Today, more than ever before, new home buyers are seeking greater comfort, convenience, health and labor-saving equipment in the new homes they inspect for purchase. Naturally, homes which are most modernly equipped receive more serious consideration," Norman Saylor, Detroit branch manager of the air conditioning divisions of Gar Wood Industries, Inc., said yesterday.

"In order to identify the homes which are equipped with Gar Wood automatic heating and air conditioning systems, a newly-designed, properly-lettered, Gar Wood sign is being placed in front of every new model home containing Gar Wood equipment. Detroit home buyers particularly, have been educated about the value of air conditioning and automatic heat, and because of this fact, these homes are receiving more prospective buyers than other types, according to builders," Mr. Saylor said.

"The Gar Wood sign, three by four feet, is appropriately colored and framed so its appearance does not detract from the architectural beauty and enchanting characteristics of the residence. Builders say, that when they advertise their model homes for sale in the newspapers, they list the air conditioning feature because of its human appeal. Sunday home shoppers, too, driving around are more apt to stop and inspect a model home when there is an attention-arresting sign appropriately placed in front of the house stating it is heated and air conditioned automatically.

W. J. PHILLIPS

PLUMBING, HEATING, VENTILATING,
POWER PIPING AND SPRINKLER
SYSTEMS

307 Stormfeltz Loveley Bldg., 520 W. First St.
DETROIT, MICH. ROYAL OAK, MICH.
ELmhurst 6780 ROYal Oak 2257

CINDER BLOCK INC.

HOgarth 1140

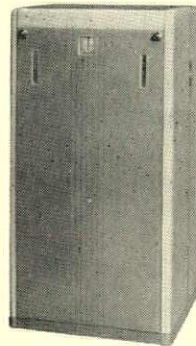
Cinder Concrete
Units
For
Firesafe Homes

"Several hundred of these new Gar Wood signs are now being located in front of homes under construction and already completed. It is our policy to cooperate with builders and new home buyers by displaying these Gar Wood signs not only in Detroit, but nationally as well.

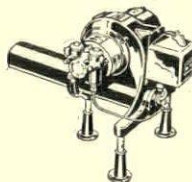
"Many of us recall the days when electrical refrigerators were being introduced for homes and apartments. It was then the custom of these manufacturers to place their product sign in front of or on the building, notifying the public that the structures have been equipped with electrical refrigerators. This plan aided considerably in interesting tenants and buyers in a better mode of living," stated Mr. Saylor.

KELVINATOR OIL BURNERS

**For Efficient
LOW COST
Operation**



*Boiler type Kelvinators
in sizes to fit any home.*



*Conversion type to
fit user's present
heating plant.*

Kelvinator oil burners are designed and built to give users the most efficient automatic heat at the lowest possible cost. They are dependable — quiet — and burn lower priced oil. Hot water attachments at slight additional cost.

**KELVINATOR
DETROIT BRANCH**
NASH-KELVINATOR CORPORATION

4809 Woodward at Hancock
TEmple 1-8450

MONEL-METAL STORE

(Convention Hall Bldg.) 4461 Woodward Ave.

Monel Metal Sinks
and
Cabinet Tops

Whitehead Auto-
matic Water
Heaters

Wood Cabinets
Electric Dishwashers
Ranges and
Refrigerators



Use Our Kitchen
Planning Service

Whitehead Steel
Kitchen Cabinets

Open 8:30 to 5:30
Any Time by
Appointment

WHITEHEAD METAL PRODUCTS OF N. Y., INC.
Tel. TEmple 1-8494 Detroit, Michigan

SPEEDIER TRAFFIC TO REMOVE NEED FOR SKYSCRAPERS, SAYS ARCHITECT

If traffic can be speeded up, there will be no further need for sky-scrappers, according to Sir Raymond Unwin, former chief architect to the British health ministry. Sir Raymond pointed out that there was no necessity for over-crowding of cities. Kansas with 10 houses to the acre could accommodate the entire population of the earth, he said.

"There is very seldom any reason for building skyscrapers," he said. "Naturally, in planning a city, one has to make the best use of the terrain at one's disposal but in this modern day if traffic facilities can be speeded up, the area of the town or city resigned does not really make very much difference."

The British expert stressed importance of a re-building plan for all cities "new or old."

"Then all the new projects undertaken in that city could be made to fit into the conceived plan," Sir Raymond said. "Eventually as section after section of the city is rehabilitated, the originally formulated scheme would be completed."

The present system of slum clearance and re-housing is short-sighted, according to Sir Raymond.

"Haphazard projects around the outskirts of the present day large city are leading nowhere," he said. "Merely because unknown factors are sure to develop as a result of science and discovery is no excuse for not planning at all."

ACME METALON COMPANY

Manufacturers of

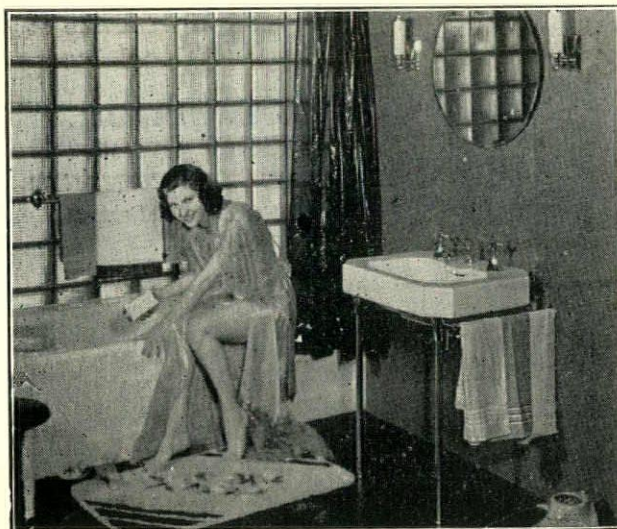
METALON

THE METALLIZED BUILDING UNIT

9630-9690 Greeley Ave.

Detroit, Mich.

LONGFELLOW 5770-1-2-3



Glass Block

STOPS HEAT • ADMITS LIGHT

CADILLAC GLASS CO.

2570 Hart Ave.

Detroit

PHONE LEnox 4940

DETROIT CONSTRUCTION PICTURE ENCOURAGING

An encouraging building construction picture for Greater Detroit, and the surrounding metropolitan area, was reported by M. W. Beatty, manager of the F. W. Dodge Corporation's Detroit office. A summary of the corporation's daily construction news, during the first half of this year shows that good gains have been set up by all classifications of building construction in the area.

Contracts for the construction of residential buildings in the Greater Detroit area, which includes all of Wayne county, advanced to a point 54 per cent over the contracts awarded in those months of last year. The total for the 1937 period is \$25,560,200. Last year this amounted to \$16,589,600. Residential work in the single month of June, 1937, totalled \$7,320,300.

The Greater Detroit gain in residential work exactly equalled the gain which has been recorded as an average for the 37 states east of the Rocky mountains. During the first six months residential construction in this broader area was about 54 per cent ahead of the same months of 1936.

Non residential construction advanced from last year's six-month figure of \$14,311,400 to \$16,453,100 at the end of that period in 1937. This constitutes a rise of 15 per cent.

In a grouping of all private Detroit construction activities, the 1937 six-month total stands at \$37,200,600, a gain of 25 per cent over the same total in 1936, \$29,756,300. At the same time, private activities far exceeded the public building expenditures, which amounted to \$13,567,100.

Total construction in Greater Detroit, including all private and all public work, has made a gain of 51 per cent over last year's six month period. The current total of \$50,757,700 compares most favorably with that of last year, \$33,513,800. This percentage of gain in the Detroit area exceeds the average gain of 21 per cent which has been recorded for the 37 eastern states.

STENOGRAPHER-SECRETARY AVAILABLE

Competent woman, widow of architect, with good experience in specifications and general secretarial work open for position. Most deserving and worthy of the profession's consideration. Any architect who can give employment to this applicant will be doing a good deed and securing a most capable and loyal employee. Call The Bulletin, CH. 7660.

Patronize Our Advertisers

BRYANT

GAS HEATING EQUIPMENT

AIR CONDITIONING UNITS

FURNACES

BOILERS

UNIT HEATERS

Bryant Air Cond. Corp.

415 BRAINARD

TEmple 1-4546



HUMAN VALUES

Every form and type of government is pregnant with hazards. The function of government is an attempt to safeguard against all hazards. Our cities, and particularly the larger ones, are the greatest social, moral, cultural, economic, and political hazards of our country. There is, therefore, the greater responsibility in city government that due consideration be given to protecting the public, in every way, against the many prevalent subtle, insidious, and destructive hazards.

A fundamental and essential principle of City and Civic Planning is that prior consideration be given to matters of prime value. In cities and elsewhere the human values are unquestionably of prior value. History records the physical loss of cities all too often, but they are rebuilt and improved. With human loss it is complete. There is no salvage or restoration. We read in City Planning literature, "It is with our human wealth that planning is ultimately concerned." That attitude merely gives recognition to human values. City-Civic Planning must be directly, immediately and continuously concerned, and intensely so, in these human values in order to plan justly, sanely, permanently and economically for the public good.

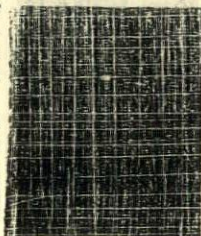
In addition to prior consideration of human values in civic planning, every physical plan should be carefully considered with regard to its civic order of importance, its economic value, and its relation to the human convenience, utility and adaptability. By every possible means City-Civic Planning must plan to hold human values foremost and keep them protected from the devastating hazards that already have become our greatest civic liabilities.

The gravest hazards in city life and government are not material or financial—they are social, mental, and moral because they affect human values, our greatest asset and resource.—The Planner.

A cute picture post card from Frank Stanton to Clair Ditchy describes a memorable train ride. To the few who don't know Frank is an erstwhile Detroit architect (of all things) who recently won first prize in House and Garden's competition. He now lives in Bellingham, Washington and contributes to the large bulk of Roger Allen's fan mail.

The card:

College Park, Atlanta, Georgia, July 27, 1937
The picture on the right is of one F. C. Stanton, of Bellingham, your happy companion of ten days ago, by the Grace of God, and your great kindness. The normally Caucasian Mr. S. is sketched here as he appeared on arrival last night after dark from Washington, D. C. after 20 hrs. submergence in Solid South Soot & Smoke, and is shown emerging from one of Mr. Pullman's soft coal bunker cars, THE NACAH (Not Air Conditioned, And How).



Apologies to Bob Sherwood's old "Life," C 1920.

M. DEN BRAVEN COMPANY

AIR CONDITIONING—VENTILATING
SHEET METAL WORK

Your Call Will Bring An Estimator

TYler 4-5600

**DEN
BRAVEN**

9080 ALPINE

ESTABLISHED 1912

Patronize Our Advertisers



Let our Engineers
GIVE YOUR MEN A HAND

In remodeling or building a house, it is often difficult to decide on the best method of heating—and the most practical type of heating unit to install. Don't spend your time on such problems. Let our specialists—our heating engineers—work out the answers to

your problems. There is no charge or obligation for their services to accredited contractors, architects and real estate men. For any question about modern heating, call the House Heating Division.

DETROIT CITY GAS CO.

Clifford at Bagley

BOULEVARD—General Motors Bldg.
HAMTRAMCK—11601 Joseph Campau

Phone CHerry 3500

WYANDOTTE—3013 Biddle
DEARBORN—22113 Michigan

CONSTRUCTION CONTINUES TO INCREASE

Construction recovery reached a new high point in June, topping the previous recovery peak reported in July, 1936 by eight per cent. According to figures of F. W. Dodge Corporation, the June construction total covering all classes of work amounted to \$318,137,100 in the 37 states east of the Rocky Mountains. This was an increase of 30 per cent over the figure of \$244,112,800 for May of this year and represented a gain of about 37 per cent over the June, 1936 total of \$232,644,700.

Of the June, 1937 total, residential building accounted for \$93,123,100; non-residential building took \$125,087,000; while the remaining \$99,927,000 went into civil engineering projects, t.e., public works and utilities.

The June residential figure compares with \$83,937,000 for May and with \$73,604,600 for June, 1936. Increases in residential building as contrasted with totals for a year earlier were well distributed geographically with every important major area sharing in the advance except metropolitan New York and the St. Louis territory (Eastern Missouri, Arkansas, Southern Illinois and Western Tennessee).

Increases in June over a year ago in non-residential building operations occurred in every major geographic district, excepting only the Southern peninsula of Michigan, the New Orleans territory (Louisiana and Mississippi) and Texas.

Civil engineering projects showed increases over June, 1936 figures in every district except upstate New York, the Southeast (The Carolinas, Georgia, Florida, Alabama and Eastern Tennessee) and the St. Louis territory.

HOUSING GROUP NAMED FOR CITY

Robert W. Kelso, director of the Institute of Public Social Administration of the University of Michigan, Wednesday was named president of the Citizens Housing and Planning Council of Detroit, organized to "promote public health, raise the decency standards of homes and preserve the security of investments."

Mr. Kelso announced that the council would begin work on the formation of a "permanent body to unify the efforts of existing and future organizations devoted to the improvement of Detroit housing." The council plans a long range, nonpartisan "civic attack" on the problem.

Officers named to the council are: Dr. Francis Creamer, pastor of Grosse Pointe Christ Church, first vice president; Mrs. Willard Pope, second vice president; Alexander Linn Trout, architect, secretary, and Julius Moeller, treasurer.

Frank Morris, chairman of the Board of Commerce housing committee, was named to the chairmanship of the finance committee. Warren E. Bow, assistant superintendent of schools, is to head the public relations committee, and Willis Hall, of the Board of Commerce, to lead a committee which will examine the existing methods of real estate taxation. Others named to committees which will deal with other phases of the housing question are: Mrs. Pope, Mrs. Irene Murphy, John A. Dodds, Mr. Kelso, Miss Kathryn Donnelly and Nels Johnson. Mr. Johnson's committee will study costs with reference to low-cost developments.

GLANZ & KILLIAN CO.

Contractors

PLUMBING - HEATING - VENTILATING
FIRE PROTECTION SPRINKLER SYSTEMS

1761 W. Forest Ave.

TEmpLe 1-7820

Gar Wood

the LEADER

NOW LEADS THE LOW PRICE FIELD

Gar Wood, outstanding leader in air conditioning sales from coast to coast, now introduces the Model EW air conditioning system for low-priced homes.

THIS PLACES SCIENTIFIC AIR CONDITIONING WITHIN EASY REACH OF THE AVERAGE HOME OWNER.

Low purchase price now joins low operating cost to make old-fashioned heating methods unnecessary.

Investigate this thrifty aid to better living. It is a genuine, complete Gar Wood automatic heating and air conditioning system.

- AUTOMATIC HEATING
- HUMIDIFYING
- AIR FILTERING
- CIRCULATION
- BLOWER COOLING IN SUMMER

MAIL THE COUPON

GAR WOOD INDUSTRIES, Inc.
409 Connecticut Avenue, Detroit, Michigan

Please tell me about the exclusive AIRDUX feature of the Gar Wood System (no obligation).

Name _____

Address _____

Telephone Number _____

341
The Octagon,
1741 New York Ave.,
Washington, D.C.

WEEKLY BULLETIN



MICHIGAN SOCIETY OF ARCHITECTS

OFFICERS

ANDREW R. MORISON, President
ROBERT B. FRANTZ, 1st V.-Pres.
GEORGE F. DIEHL, 2nd V.-Pres.
CARL KRESSBACH, 3rd V.-Pres.
CORNELIUS L. T. GABLER, Sec'y.
JOHN C. THORNTON, Treasurer
TALMAGE C. HUGHES, Exec. Sec'y.

Editor

TALMAGE C. HUGHES
120 Madison Ave., Detroit
Telephone Cherry 7660

Business Manager

E. B. FAUQUIER

DIRECTORS

ROGER ALLEN
WILLIAM D. CUTHBERT
CLAIR W. DITCHY
BRANSON V. GAMBER
ARTHUR K. HYDE
AMEDEO LEONE
N. CHESTER SORESENSEN
D. ALLEN WRIGHT

Published Weekly. Subscription Price: \$2.00 per year (Non-Members \$5.00)

Entered as second-class matter Dec. 9, 1930, at the Postoffice at Detroit, Mich., under the Act of March 3, 1879.

Vol. 11

DETROIT, MICH., AUGUST 17, 1937

No. 33

ACTIVITIES OF THE PORT OF DETROIT AUTHORITY

TALK GIVEN AT VORTEX CLUB LUNCHEON

Fort Shelby Hotel—July 21st, 1937

By H. S. BEDELL, Chief Engineer, Port of Detroit Authority.

I am very grateful for the invitation to address your club on the "Activities of the Port of Detroit Authority". I am also pleased to know that the Vortex Club takes keen interest in the public affairs of their city.

The quiet and modest way in which the Port Commissioners have carried on their work from January, 1934 to date has not received a great deal of public notice—and I think they intended it so. They have a great responsibility and considering that the Commissioners give so liberally of their time and thought without compensation, I am sure they appreciate very much the interest you have shown.

The establishment of a Port District, embracing the entire County of Wayne, was approved by the voters of this county at the November election of 1933. A short time later, a Commission was appointed by Governor Comstock composed of the following men:

WILLIAM P. BRADLEY, CHAIRMAN
ARTHUR P. ZIRKALOSO, Vice-Chairman
ALVAN MACAULEY, JR.
GEORGE R. FINK
JOHN C. CAHALAN

The present Commission is composed of the same gentlemen, with the exception of George R. Fink who resigned because of pressing business. Mr. Harry D. Fenske, who was acting as secretary for the Commission, was appointed to fill the vacancy.

From its inception it was the desire of

the Commission to operate as economically as possible and at the first meeting, the Commission decided to make application to the Federal Government for aid under the C.W.A. The application was approved with the result that the services of 35 engineers and others were obtained for the purpose of making a complete survey of the Port District. This force has been working since January, 1934 and the Port Authority is now in possession of sufficient information to enable them to make a comprehensive plan for the development of the Port District.

Aside from this survey, the Port Authority has been very active in the promotion of the Great Lakes-St. Lawrence Waterway and the Lower Detroit River Indus-

(Continued on Page 3)

QUALITY ALWAYS

GIBRALTAR—THE HEAVY DUTY CEMENT FLOOR

PLAIN CEMENT FLOORS

TILING AND TERRAZZO, PLAIN AND DECORATIVE

GIBRALTAR

48 STATE FAIR AVENUE WEST

TELEPHONE LONGFELLOW 0048



FLOORS INC.

DETROIT MICH.

TELEPHONE LONGFELLOW 0048

BUILDERS' AND TRADERS' EXCHANGE OF DETROIT

Herman Banbrook, President; Edgar Leavenworth, Vice-Pres.; Gage Cooper, Vice-Pres.; John Wenzel, Treas.;
Directors: Geo. Cruickshank, Walter Gieseking, Bert Haberkorn, Ray Spitzley, Vern Taylor
Edwin J. Brunner, Secretary

439 Penobscot Bldg., RAndolph 5500

Edited by E. J. Brunner

CONTRACTORS' BUSINESS STATUS

The application of Michigan's sales tax to the merchandising in the construction industry varies from its application to merchandising in any other industry because of the simply stated fact that construction work, generally speaking, results in improvement to real estate.

The sales tax act passed in 1933 designated the tax to be a tax on a retail sale of tangible personal property. The improvements made to real property by contractors either general or sub are distinctly not sales of tangible personal property.

When either a sub contractor or a general contractor undertakes a contract to improve property there is no thought either in the mind of the owner or of the contractor that there is a sale by the contractor of materials. The thought in the minds of either party is the thought of a completed improvement subject to inspection and to rejection until the completion is satisfactory.

In a lump sum contract the contract price takes no cognizance of the materials used. In a cost plus contract cognizance may or may not be taken. In a time and materials contract, it is true that the owner receives a bill for materials; but regardless of that fact there is still presumption that the essence of the contract and of the transaction is a completed improvement to real estate.

So much for the application of the law itself to the construction industry. The rulings from time to time on the part of the State Board of Tax Administration have been, generally speaking, in harmony with the above except that the ruling from September 15, 1935 to February 1, 1936 was that the contractor should pay the tax to the state—that the contractor was the retailer. That ruling evidently proved itself inapplicable to the construction industry.

Obviously the rulings made by the State Board of Tax Administration are illegal if they do not conform to the terms of the sales tax act and its amendments. Of course, the board may in error

make a ruling which is illegal. A recent example of this is the ruling made a few weeks ago which sought to exempt from the application of the sales tax the trade-in value on any trade in such for example as a car trade-in. Within the past week Attorney General Starr has passed his opinion that such a ruling is illegal. Probably the state board has reversed the ruling by this time.

There are ramifications of specialized applications of the tax to the construction industry not all of which have been satisfactorily taken care of as yet which is not strange when one reviews all which has taken place since 1933.

Some mooted points will not be settled until judicial decisions finally settle them.

The Builders' and Traders' Exchange has from the inception of the sales tax followed its application carefully and has obtained numerous rulings beneficial to the industry.

Any individual firm in the construction industry which is not sure of its status under the tax should make sure, or at least as sure as possible in the light of what has been accomplished. The Exchange confers freely with any of its members on this important subject.

* * *

Many in the industry are asking about the "Use Tax" which goes into effect October 29, 1937. The Builders' and Traders' has already furnished its members a bulletin on this subject. The State Board of Tax Administration has made no rulings on this as yet.

* * *

The Golf Outing at Clinton Valley was a record breaker in almost every respect. Full details will be published in next issue of this bulletin. Those of the industry who are missing these monthly outings are missing one great service in "business contact" offered and made possible by the Builders' and Traders' Exchange.

Currier NEVER STICK Frame

Don't fail to see this window—the very latest development for the Home, Office or Apartment. Fully weatherstripped—no weights or pulleys—Guaranteed for the life of the building.

COMPLETE STOCK OF QUALITY LUMBER AND MILLWORK

CURRIER LUMBER CO.

14507 VAN DYKE

Phone All Yards

PLaza 1400

H. H. DICKINSON COMPANY

5785 Hamilton Ave. MAdison 4950

COMPLETE BUILDERS SUPPLIES

Armored Concrete Curbing

Master Builders Products

Heatilators

Asphalts

CLASSIFIED BUILDING TRADES

GENERAL CONTRACTORS

GEORGE W. AUCH CO.—3646 Mt. Elliott, PLaza 1190.

PETER A. KOCKX & SONS—4697 Dickerson Ave., MURray 3748, TUXedo 2-0163.

PATRONIZE OUR
ADVERTISERS

LUMBER DEALERS

DETROIT LUMBER CO.—5601 W. Jefferson Ave., Vinewood 1-2090.

HURD LUMBER CO.—6425 W. Vernor Highway, Vinewood 1-4120.

C. W. KOTCHER LUMBER CO.—2137 Gratiot Ave., Flitzroy 3390. Established 1864.

O'HARA-QUINLAN LUMBER CO.—14811 Meyers Rd., HOgarth 5110.

RESTRICK LUMBER CO.—1000 W. Grand Blvd., LAFayette 0500.

F. M. SIBLEY LUMBER CO.—6460 Kercheval Ave., Flitzroy 5100.

WALLICH LUMBER CO.—3741 St. Aubin Ave., Temple 2-6660.

IRONITE WATERPROOFING AND RESTO-CRETE

WESTERN WATERPROOFING CO.—410 Murphy Bldg., CADillac 9646.

PLUMBING, HEATING AND VENTILATING

E. B. REID.—8817 Mack Ave., PLaza 2537.

Activities of the Port of Detroit Authority

(Continued from Page 1)

trial Channel and they are confident that in the very near future the Treaty between Canada and the United States will be ratified by the U. S. Senate and a provision made to complete the work necessary to give Detroit and the other cities of the Middle West an outlet to the sea.

In order to take advantage of the benefits that will result from the opening of the Great Lakes-St. Lawrence Waterway, it will be necessary to deepen and extend the Channel adjacent to the Michigan Shore at the south end of Wayne County between Grosse Ile and the Mainland. This Channel is now known as the Bradley Channel, so named because of Mr. Bradley's untiring efforts in connection with the Great Lakes-St. Lawrence Waterway and the Lower Detroit River Industrial Channel.

The Detroit River is a Marine thoroughfare, approximating 40 miles in length, connecting the navigable channels of Lake St. Clair in the North with those of Lake Erie to the South.

The Port of Detroit comprises the entire Southerly and Westerly boundary of this thoroughfare.

The Northerly and Easterly (or Canadian) shore is adjacent to and has access to a through navigable channel over its entire length.

The Port of Detroit or American Shore has this advantage for less than half its length, although even this represents a liberal mileage of deep water frontage; unfortunately, the restrictions imposed by the narrow river width in this area, together with the fact that this frontage comprises the Southerly boundary of the business district of the City of Detroit, makes its further development limited.

However, joining the through channel

of the Detroit River, deep water continues South along the American Shore to the Lower Grosse Ile Bridge for a distance of 11½ miles where it ends abruptly in a land-locked channel with a restricted width varying from 800 to 1200 feet between harbor lines.

Two highway swing bridges cross this channel from the Mainland to Grosse Ile.

This channel is commonly known as the Trenton Channel and continues beyond the lower Grosse Ile Bridge for a distance of 3.6 miles to the South end of Celeron Island with an average depth of 15 feet; at this point the Detroit River is at its maximum width of 3¾ miles but (like the lower Trenton Channel) is not navigable for the average lake carrier. The distance from deep water in the Trenton Channel to deep water in Lake Erie is about 9 miles, the average depth below mean low water being 12 feet.

If a deep water channel was built in this section, it would provide the Port of Detroit with a through channel which is all that the Port lacks in the way of major facilities to develop the 20 miles of river frontage from the Rouge River to the Huron River.

The populous municipalities of River Rouge, Ecorse, Wyandotte, Riverview, Trenton and Gibraltar are adjacent to this channel and ideal industrial sites compris-

ARCHITECTS!

Your Attention Please

CROWLEY-MILNER'S

Contract Sales Dept.

... carries a complete line of Famous Make

- Floorcoverings • Venetian Blinds
- Composition • Electrical
- Window Shades • Fixtures

Our tremendous stocks of Famous Make Merchandise offers you a complete choice. Whether your needs call for a single room or a large institution we are prepared to serve you EFFICIENTLY and ECONOMICALLY!

CONTRACT SALES DEPARTMENT

RAndolph 2400

Extension 183



BLOCK & BRICK INC.
MAKERS OF
SAND LIME BLOCK & BRICK

Products manufactured from the White Sands of Lake Michigan. Lighter in weight and color.

WENZEL FLOORS

Johns-Manville Asphalt Tile

Magnesite Composition

Rubber Tile - Masonite Cork Tile

439 Penobscot Bldg.

RAndolph 5500

ing many miles of frontage are available for development. These sites are already provided with rail, highway and power facilities. Several large industries are using for their raw material the natural resources of this area; such as, salt, alkali products, limestone and silica sand and these, together with the steel industry also located in this area, would be benefited by the new channel which would afford them the most economical mode of transportation and make the Port of Detroit truly a port in fact.

It is evident that independent of the St. Lawrence Deep Waterway, the Bradley Channel is vital in the development of this Port.

In order to be in a position to work intelligently towards the development of the Port and the promotion of the Bradley Channel, the following Program was outlined by the Port Authority.

1. A complete physical survey between River Rouge and Monroe County Line. This survey to be for the use not only of the Port of Detroit Authority but for all of the small municipalities located within the area covered by the survey. A survey of this kind could not be attempted by any of these cities or villages because of their limited jurisdiction.
2. Master Plan of entire waterfront be-

tween the Macomb County Line and the Monroe County Line. On this plan will be shown all existing facilities; proposed improvements of the waterfront; projected location of Riverside Drive and several schemes for future development of port facilities. This plan may be used for the coordination of new construction, either public or private, along the waterfront.

3. A study of the adaptability of various sections along the waterfront with the idea of determining the best residential, industrial and recreational locations, towards the end that some well defined plan may be mapped out for the utilization of the unoccupied waterfront.
4. Study of recreational possibilities of the waterfront to determine whether there are any sites available that could be used to provide additional recreational facilities for the people of Wayne County.
5. The matter of sewage disposal to be followed up aggressively as the development of the port along all lines will be greatly retarded unless some timely method of disposal is provided.
6. An investigation of the potential traffic of the port district to be made for the purpose of determining whether present facilities are adequate and efficient as a basis for deciding upon the advisability of constructing any new port facilities.
7. Study of rate structures, both rail and water, as they effect the commerce of the port with the idea of determining whether changes might be necessary so the Port of Detroit would be in a position to compete with other ports on at least an even basis.

This program of procedure has been followed.



We respectfully suggest
you investigate the High
Quality of Petoskey Ce-
ments

and especially:—

**PETOSKEY HIGH EARLY
STRENGTH PORTLAND CEMENT**

**PETOSKEY WATERPROOFED
PORTLAND CEMENT**

and

PETOSKEY MORTAR CEMENT

THEIR CHEMICAL AND PHYSICAL
ANALYSES ARE OUTSTANDING

**PETOSKEY PORTLAND
CEMENT COMPANY**

Petoskey
Milwaukee

Detroit
Chicago

O. W. BURKE COMPANY

GENERAL CONTRACTORS

FISHER BUILDING

Detroit, Michigan

MADISON 9810

— P E L L A —

Rolscreens—Venetian Blinds
Metal Weatherstrips—Caulking
Double Glass Steel and Wood Sash

Detroit Rolscreen Company

12236—12th St.

TOwnsend 8-3812

The Physical Survey of the Downriver Area is about 85% completed.

Considerable study and planning, in connection with the Master Plan item of this program, has resulted in several major developments which have been discussed at the various commission meetings till we think we have the outline of the plan pretty well established.

As to the item of Sewage Disposal, you are no doubt aware of the activities of both the City of Detroit and the County of Wayne in making this former problem of little consequence.

There has been a vigorous activity in the joint action of the Port Commission and the Port Committee of the Wayne County Board of Supervisors in presenting the facts and pointing out the need for the construction of the Bradley Channel in the Downriver Area (adjacent to the Michigan Shore from Wyandotte to deep water in Lake Erie) and I would like to use a little time in discussing in detail the result of this effort.

BRADLEY CHANNEL:

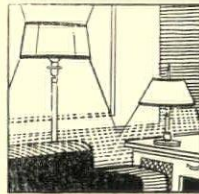
On May 15th, 1935, in conjunction with the Port Committee of the Wayne County Board of Supervisors, the Port of Detroit Authority presented at a Public Hearing before Major R. C. Crawford, Engineer in charge of River and Harbor Improvement in the Detroit River District, a proposal for a navigable channel in the Lower Detroit River; the channel to be known as the "Bradley Channel"; the hearing being held pursuant to a direction of the Rivers and Harbors Committee of the House of Representatives of the Seventy-Third Congress (H R 4051). The proposal stated that the Government of the United States, for the improvement of navigation and in the interest of commerce and industry, shall undertake at its expense the construction of a new navigable channel of the Detroit River adjacent to the Michigan Shore of the river, extending from Wyandotte in said river, to a navigable depth in Lake Erie.

The Formal Proposal was prepared under the direction of the late Mr. John A. Russell, Editor of the Michigan Manufacturer & Financial Record, and was accompanied by maps showing the industrial district, transportation facilities, public utilities, natural resources, drainage systems, and highways. Sketches, pictures and plans of a possible future development of the area were also presented. All of these maps and studies as well as much other detail information were furnished by the Port of Detroit Authority.

Several subsequent hearings were held before the Army Engineers, both in Detroit and Washington, with the result that on April 2nd, 1937, Major General Markham, Chief of Army Engineers, recommended to the Congress that the portion of the existing channel lying between the Grosse Ile Bridges be deepened, the channel extended 1700 feet below the Lower Grosse Ile Bridge and a turning basin provided. This improvement, according to the Army Engineers' estimate, will cost \$1,575,000.00.

The recommendations of the Army Engineers were approved by the Rivers and Harbors Committee of the Congress and passed unanimously by the House. The appropriation will be included in the regular

(Continued on Page 8)



Make an adequate allowance for fixtures

Lighting fixtures are a prominent feature of the Electric Home—of any home. Certainly they are the most constantly used. They are more directly concerned than any other electrical feature with the decorative scheme of the home. Less apparent, but even more important, is their function of providing proper light for safe seeing, to guard eyesight.

This importance makes the choice of proper lighting fixtures imperative. Insist on an adequate allowance, in justice to your client and to yourself.

We can give you valuable assistance in planning lighting layouts which fit your plans. Wiring, switching, and many other phases of electrical work are also covered by this service, which is given without charge. A new eighty-page book, "Handbook of Interior Wiring Design," will be sent to any architect on request. For a copy, or for assistance with your electrical problems, call RAndolph 2100, Lighting Division.

THE DETROIT EDISON COMPANY

D

PARK and McKAY

In Business Since 1876

Distributors for
Kohler Plumbing Fixtures

Showroom at
14401 Meyers Rd., north of Gr. River

HOgarth 6200

ARCHITECTS' REPORTS

Agree, Chas. N., 1140 Book Tower, CA. 9263.—Preparing plans on following:

Inspection Unit and Garage—St. Jean and Kercheval. Dept. of St. Rys.

Preliminary studies, apt. bldg., East Jefferson Ave. and Seminole.

Remodeling store, 1065 Woodward Ave. Cunningham Drug Stores, Inc.

Remodeling 2-sty. and bmt. store bldg., Oakman Blvd. and Grand River. Davidson Bros., Inc.

2-sty. and bmt. Mercantile Bldg., Jos. Campau and Yemans, Hamtramck. Federal Dept. Store.

Remodeling 2-sty. and bmt. store bldg., Allegan and S. Washington Ave., Lansing. Cunningham Drug Stores, Inc.

Prelim. studies, apt. bldg., Covington Drive and Second Blvd.

Two-story warehouse and remodeling of present warehouse at 12th and Maranette Aves. Cunningham Drug Stores, Inc., Owners.

One-story store bldg., Michigan and Central Aves. for Vinton Realty Co.—Owners.

Remodeling of store at Grand River and Joy Rd. for Cunningham Drug Stores, Inc.

Owner taking bids:

One-story store bldg. (five stores), Harper Ave. between Chalmers and Lakewood.

Two-story add. to Federal Dept. Store on Gratiot Ave. near Seven Mile Road.

Bids closed:

1,500 seat Harper Theatre, located at the corner of Harper and Lakewood Aves., Harper Theatre Co.—Owners.

Coolidge Garage and Inspection Unit for Dept. of St. Rys., City of Detroit—Owners.

Contracts let:

Masonry and Carpentry—R. E. Dailey & Co.; Steel Sash—Truscon Steel Co.; Steel Sash Erection—Steel Sash Erecting Co.; Roofing—Kalt Co.; Face Brick Cleaning—Floyd H. Heineman Co.; Elevator—Elevator Constr. Service Co.; Plumbing and Heating—Warner Plumbing & Heating Co.; Steel Tank—Chicago Bridge & Iron Co.; Sprinkler—Detroit Independ. Sprinkler Co., for the four story warehouse at 444 Willis Ave. Davidson Bros., Inc., Owners.

Excavating and Masonry—Great Lakes Constr. Co.; Carpentry—A. Balbirer; Iron and Steel—Acorn Iron Works; Steel Joists—Gabriel Steel Co.; Macotta—Maul Macotta Corp.; Tile Work—Gibraltar Floors, Inc.; Painting—Herbert T. Sloman, Inc.; Finish Hardware—J. H. Freeman; Electric Work—Checker Electric Co., for one story store building corner Michigan and Junction. Cunningham Drug Store—Owners.

Bennett & Straight, 13526 Michigan Ave.. OR. 7750.—1300 seat theatre, Monroe, Mich., 63x150, auditorium and balcony, 2 rental shops, air cooled system and steam heat, enamel metal, exterior—cinder block, interior. Fig. on revised mech. trades closed.

Same.—400 seat theatre, Lake Odessa, Mich. One story, 2 shops, glass front, cinder block interior, steam heat, gas fired boiler. Bids closed.

Same.—Fig. on theatre, Milford, Mich. due Aug. 9.

Same.—Taking fig. on church, 38x70, Fenton, Mich.

Deihl, Geo., 120 Madison, CH. 7268.—Prep. plans for alteration to Catholic Central High School, Woodward and Belmont. Bids due on August 9.

De Rosiers, Arthur, 1414 Macabees Bldg., CO. 2178.—Plans for Rectory, St. Michael's Parish, Flint, Mich. Rev. Maurice Chawke, Pastor. Ready about Sept. 15.

Same.—Plans for alt. to St. Edward's Rectory—Crane and Charlevoix ready about Aug. 30.

Giffels & Vallet, Inc., L. Rossetti, Associate, 1000 Marquette Bldg.—Preparing plans for extension to power house for local manufacturer.

Preparing plans on following:

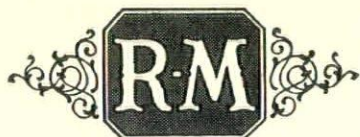
Mfg. bldgs. in New Jersey, assembly plant, air

JOHN H. FREEMAN

ARCHITECTURAL HARDWARE
PROPERLY SERVICED

Architects' Bldg.

TEmples 1-6760



Reg. U. S. Patent Office
PROVEN PAINT PRODUCTS

Specify and Use

R-M Decorative Interior Finishes

Rimaco Seal-all Primer

Rimaco Wall Finish—Flat

Semi Gloss

Rimaco Stippling Wall Finish—

Flat, Semi Gloss

R-M Dado Enamels

R-M Glazing Liquid

R-M Floor Varnish

R-M Interior Trim Varnish

RINSHED-MASON CO.

Manufacturers

Paints, Varnishes, Enamels and Lacquers

5935 Milford St.

Detroit

Garfield 5161

Detroit Lumber Co.

"Most Modern Finish Factory in Michigan"

Special Millwork, Cabinets and Stairs

No Charge for Service or Shop Drawings

5601 W. Jefferson Ave.

VInewood 1-2090

GOOD

HARDWARE FOR OVER 50 YEARS

RAYL'S

1233 Griswold Street

conditioned precision instrument bldg., office bldg. with ornamental enclosed water tower, foundry, garage, warehouse, personnel bldg., engineering bldg., power house and outside facilities such as gate houses, fences, railroad facilities, grading, drainage, pumping stations, sewers, etc.

2 heavy press pits for local manufacturer.

3 body conveyor bridges, 2 sub-stations and air compressor installation for local Auto Company.

High pressure boiler and turbo-generator for local Auto Company.

2 power transformer stations for local Auto Co. Cold mill facilities for local company.

Pickling tank installation and manufacturing facilities for local tube co.

Balconies and conveyor installations for local co. Taking figures:

Factory extension, local manufacturer.

Bids closed.

Additional office facilities for Automobile Club. Contracts awarded:

Harley & Ellington, 1507 Stroh Bldg., RA. 9030.

—Preparing working drawings for grain storage building for John Eichler Brewing Co. Structural steel and fire proof concrete construction, steel grain storage bin and grain handling equipment.

Same.—Bottling works for Schmidt Brewing Co. deferred.

Jameson, Lawrence B., 8380 Jos. Campau Ave., MA. 9146.—Sausage factory. Figures due Aug. 16.

Same.—Fig. on alt. to Store, owner—J. Miller. Closed.

Same.—Res. for C. Barton. Fig. due Aug. 6.

Same.—Elevator contract on Hamtramck Hospital awarded to Detroit Elevator Co.

Same.—Bids closed on remodeling of store, 9440 Jos. Campau.

Same.—Prep. plans for sales and service station, 60x100. Owner—Dick Connell.

Malcomson, Calder & Hammond, Inc., successor to Malcomson & Higginbotham, 1217 Griswold St., CA. 9651.—Prep. dwgs. for new girls' dormitory and Union bldg. for Western State Teachers College, Kalamazoo, Mich.

Mason, Geo. D. & Co., 409 Griswold, RA. 7850.—

LeRoy & Newlander, Kalamazoo, Mich., Associates. —Prep. working drawings for Kalamazoo Post Office.

Merritt & Cole, 1111 Collingwood, LO. 2483.—Westminster Presbyterian Church, Lansing, Mich. Held over until Sept

O'Dell & Rowland, 904 Marquette Bldg.—Making drawings for addition and alterations to residence for Elmer Sylvester, Birmingham, Mich.

Same.—Making drawings for alteration to plant of Michigan Wineries on John R., Detroit.

Same.—Preparing drawings for alteration to Parish House, St. John's Church, Montcalm St.

Schley, Cyril E., 605 Lafayette Bldg., CA. 8499.—Three story apt. bldg., 110x130. Bids closed.

Same.—Remodeling of five story apt. bldg. Bids closed.

Smith, Hinchman & Grylls, 809 Marquette Bldg., RA. 8825. St. Luke's Hospital, Marquette, Mich. Bids closed.

Stachowiak, Stephen J., 3005 Caniff Ave., TO. 8-7122.—Preparing plans for the following:

Two story store and office bldg., Dearborn; Residence; Store bldg.

Same.—Preparing sketches on the following:

Hospital for Contagious Diseases; 36x100 addition to auditorium; 40x70 two story addition to Veterans' Home (postponed for three months).

Same.—Taking figures on the following:

Two story and basement store and office bldg.

Same.—Bids closed on the following:

Sausage factory (letting of contract and building of factory, postponed for 60 days); Two story store and office bldg.

Wright, Frank H., 418 Fox Bldg., CH. 7414.—New bar and cocktail room for Webster Hall, including exterior. Morris Pelavin, gen'l. con.

Same.—Remodeling Iola Restaurant. Owner doing work.

Same.—Prep. plans for res. for C. A. Pfaffenberger.

FREDERIC B. STEVENS, INC.

Face Brick, Enameled Brick, Roofing and Floor Tile, Glazed Brick and Tile

Representatives for

FEDERAL SEABOARD TERRA COTTA

Third and Larned Streets

RANDOLPH 5990

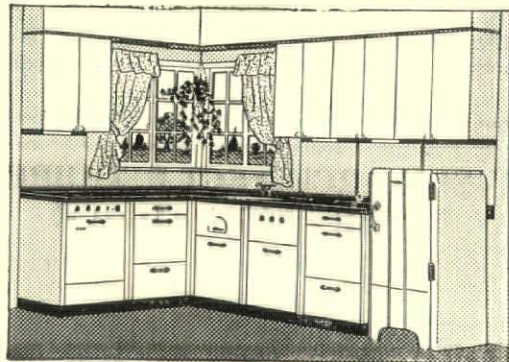
DETROIT, MICH.

Patronize Our Advertisers

Architects and Builders

Know that electricity has revolutionized the world and that it is only natural that electricity should revolutionize the kitchen.

Our G-E Kitchen Planning Department will gladly cooperate on any planning, remodeling or modernization project without obligation.



GENERAL ELECTRIC SUPPLY CORP.

KITCHEN PLANNING DEPARTMENT

2985 East Jefferson Fltzroy 5800

Michigan Distributors for

General Electric Home Servants

"Standard"
PLUMBING FIXTURES

"Sunbeam"

AIR CONDITIONING SYSTEMS

Murray W. Sales & Co.

MAdison 4200

801 W. BALTIMORE AT THIRD

"Bring Your Clients to Our Display Rooms"

Activities of the Port of Detroit Authority

(Continued from Page 5)

Rivers and Harbors bill and we are hopeful that the actual work will get under way either sometime this fall or early in 1938.

While we are pleased with the success of our efforts thus far, we intend to continue our campaign to have the entire channel built as we believe that it is vitally necessary to the successful development of the Port.

RIVERFRONT DRIVE

In the preparation of a Master Plan for the development of port facilities in Wayne County, the possibilities of a Riverside Drive is being seriously considered by the Port of Detroit Authority.

The desirability of this improvement will be appreciated by anyone familiar with Detroit's natural heritage of a 38 mile riverfront on the world's busiest water highway. Long before Detroit became famous as the hub of the automobile industry, it was known as the "City of the Straits". It is very probably that the lack of interest

in the public development of this marvelous asset is partly due to the obvious possibilities that such generous heritage affords, nevertheless it is true that but little thought or money has been expended in the way of providing public facilities or in the acquisition of riverfront properties to insure an orderly development of the waterfront in compliance with a definite plan. This is regrettable but far from hopeless as the result of recent studies by the Port Authority would indicate.

They have prepared a plan for a Detroit Riverside Drive 16 miles in length, extending easterly from West Grand Boulevard to the Wayne-Macomb line. The plan is unique in that a relatively small amount of right of way is required and the existing and probably economic uses of the properties affected in the location of the drive are most carefully respected. The success of the plan depends to a large extent on the co-operation of "private owners in fee" of the lands affected, but it is reasonable to assume that this phase of the problem can be met. Perhaps the most unique revelation of the plan is the fact that while procurement of the right-of-way or overhead rights are required over private lands, this concerns only a third or 5.5 miles of the total length of the drive. 10.5 miles or two-thirds of the drive is on public lands of which 4.5 miles are already completed. This portion is known as the Lake Shore Drive in Grosse Pointe Farms and Shores.

Many of the private properties concerned will, indeed, be enhanced in value. The proposed drive would supply these properties now in isolated locations with improved frontage on the fastest and most beautiful cross-town highway of Wayne County. On the elevated section of the proposed drive, it is expected that many of the properties could make use of the underside of the structure for housing purposes; such as, freight sheds, warehouses, marine passenger terminals and transit

ACME CUT STONE CO.

9630-9690 Greeley Ave.

Detroit, Mich.

Longfellow 5770-1-2-3

PUNCH and JUDY THEATRE

Kercheval at Fisher Road

Niagara 3898

WEDNESDAY—THURSDAY AUGUST 18—19
Warner Oland in "Charlie Chan at the Olympics"

FRIDAY—SATURDAY AUGUST 20—21
Edmund Lowe—Madge Evans in "Espionage"
Sat. 11 P.M.—Hugh Herbert in
"That Man's Here Again"

SUN.—MON.—TUES. AUG. 22—23—24
Loretta Young—Tyrone Power—Adolphe Menjou
in "Cafe Metropole"
Latest "March of Time"

EVERY ARCHITECT REQUIRES EXPERT SIGN ADVICE

*Call Us When You Have a Creative
Art or Engineering Problem*

WALKER & Co.

NEON SIGNS—ELECTRIC SIGNS

88 Custer Avenue

TRinity 2-6030

R. E. DAILEY CO. Contractors

Industrial and Commercial Construction
MAINTENANCE WORK

507 C. P. A. Building 14th and Michigan
Cadillac 5980

DAY AND EVENING COURSES
in
ENGINEERING AND CHEMISTRY

Detroit Institute of Technology

Fall Term begins September 20th

303 Downtown Y. M. C. A. Building

sheds. In these instances, the owners would not be deprived of any existing surface area. It will be necessary to cross the properties of the railways and steamship lines for a large percentage of the elevated portion of the drive. After studying the plan, it is quite apparent that no property in the elevated portion of the drive would be deprived of access to the waterfront or lose any surface area worth mentioning.

Previous efforts in planning a Riverfront Drive contemplated the necessity of extending the harbor line in the downtown section of Detroit some two hundred feet toward the Canadian shore and the building of a retaining wall along this line, backfilling to the present shore, thereby providing a right-of-way for the drive. In other portions of the waterfront previous plans contemplated the use of existing streets which, in some cases, were so far removed from the waterfront that the name Riverside Drive would hardly fit the location chosen.

The possibility of extending the harbor line in downtown Detroit is very doubtful. This procedure would not only require the sanction of the United States Government but Canada as well because it concerns international boundary waters, therefore, any plan based on this surmise would be subject to considerable delay at best; in addition, the plan would be very costly from a construction standpoint and involve endless litigation in connection with riparian rights.

The Port Authority plan is not complicated in this respect as no change in the harbor line is anticipated. The problems and issues are all local. The location of the proposed drive with respect to the water edge is maintained in close proximity thereto and well deserves the designation of Riverside Drive.

DETROIT INSTITUTE OF TECHNOLOGY

Young men who are employed may pursue a course of study which will qualify them for places of greater responsibility, while holding their present positions.

The four year day courses in Mechanical, Electrical, Aeronautical, Industrial and Chemical Engineering offer full time instruction leading to the degree of Bachelor of Science. Students who desire part time employment may follow a special class schedule and graduate in 5 years.

Our new 5 year evening courses lead to the degree of Bachelor of Science in Mechanical, Electrical, Aeronautical, Chemical, Industrial Engineering and in Architecture.

A greatly increased enrollment has made necessary the doubling of our class room and laboratory facilities. The faculty of the College of Engineering are engineers and architects selected with great care. Classes are purposely limited to insure individual attention. Registration in special subjects is possible.

You may send to us young men knowing that they will find interested and capable advisors. Our offices at 303 Y. M. C. A. Building, Grand Circus Park, are open every day and evening except Saturday afternoon and Sunday. The fall semester will begin on September 20.

College of Engineering.
C. C. Winn, Dean

W. J. PHILLIPS

PLUMBING, HEATING, VENTILATING,
POWER PIPING and SPRINKLER
SYSTEMS

307 Stormfultz Loveley Bldg., 520 W. First St.
DETROIT, MICH. ROYAL OAK, MICH.
ELmhurst 6780 ROYal Oak 2257

Patronize Our Advertisers

CINDER BLOCK INC.

HOgarth 1140

Cinder Concrete
Units
For
Firesafe Homes

MONEL-METAL STORE

(Convention Hall Bldg.) 4461 Woodward Ave.

Monel Metal Sinks
and
Cabinet Tops

Whitehead Auto-
matic Water
Heaters

Wood Cabinets
Electric Dishwashers
Ranges and
Refrigerators



Use Our Kitchen
Planning Service

Whitehead Steel
Kitchen Cabinets

Open 8:30 to 5:30
Any Time by
Appointment

WHITEHEAD METAL PRODUCTS OF N. Y., INC.

Tel. TEmple 1-8494

Detroit, Michigan

NOTED ARCHITECT SEES ALL-GLASS STRUCTURES AHEAD

Glass, the origin of which is hidden in antiquity, will become one of the world's most important construction materials, according to Albert W. Varass, prominent architect and glass designer.

Envisioning buildings of the future made entirely of glass, Varass told the Sixth Annual Convention of the American Institute of Decorators that the keynote of interior decoration will be light, airy, healthful surroundings—which only the use of glass, both for the interior of buildings as well as for the construction of the buildings themselves, can ensure.

"During the past decade," Varass said, "America has become more glass conscious than ever before. Decorators, architects, and builders have utilized more glass for windows, used more mirrors for decorative purposes and have used structural glass, a comparatively new product, both for exterior and interior work.

Is Flexible Material

"The truly remarkable development of the glass industry in this country has been responsible in giving us a flexible, colorful material, adaptable to the most utilitarian and aesthetic requirements.

"For example, air conditioning has required the simultaneous development of new types of glass, which shall absorb a considerable portion of the solar heat energy while transmitting a large portion of solar light.

"To meet this demand," he continued, "there were made available, several different glasses, among them Solex Plate Glass, which has a visible light transmission of approximately 75 per cent and a solar heat transmission of about 45 per cent.

"A building glazed with this glass will be several degrees cooler than a building glazed with ordinary glass because the solar heat is absorbed in the glass

itself instead of by the furnishing within the building."

Answers Any Need

Varass then explained that glass had been developed to answer almost any need, recently invading the building field when glass blocks were placed on the market.

"These glass blocks," he pointed out, "are made in various sizes and thicknesses, with strong structural strength, by sealing two hollow parts together at a temperature of 2600 degrees Fahrenheit.

"It would be folly to attempt to predict the extent to which glass will be used in our future buildings. However, it will be remembered that through the ages, designers made the most of the materials which were prevalent in their own immediate surroundings.

"If this theory continues," Varass concluded, "we cannot help but vision complete buildings of glass."

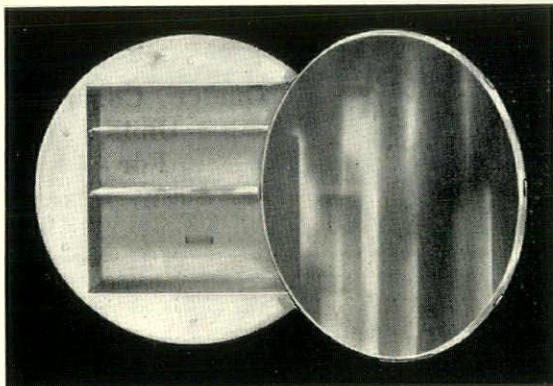
GAR WOOD TO PROMOTE MODERNIZATION SALES

"The air conditioning division of Gar Wood Industries, Inc., is organizing a staff of special salesmen and heat-survey men to foster the installation of automatic heating and air conditioning equipment in homes already built and suitable for such modernization," stated Frank H. Dewey, general manager of the air conditioning division, in speaking about his division's immediate sales plans.

"There are many thousands of home owners who are now satisfied with their present homes, their neighbors and their environment, provided their homes were equipped with a modern heating and air conditioning system," he said.

"It is to satisfy the demand of these home owners that we are now forming a special sales procedure and adding heat-survey men to take care of this work. One of the reasons why so many families welcome air conditioning, is because it gives them an added room by transforming the basement into clean, companionable, recreation quarters. Of course, they also want the many benefits derived, such as health, convenience, economy and low-cost operation.

"In our plan, an accurate estimate of requirements and costs will be presented to the buyer. Heating losses will be figured exactly by Gar Wood heating engineers. Up to the present time, most of Gar Wood sales have been made direct to builders for installation in new homes under construction. This plan of selling and acquainting the public with the necessity of modernization, will be launched through an aggressive advertising campaign in Detroit newspapers and trade papers."



Round-to-Square Recess Type Medicine Cabinet
Mirror 22" Diameter— $\frac{3}{4}$ " Bevel
Best Quality Polished Plate Mirror
Wall Opening 14½ x 14½

IDEAL CABINET CORPORATION

DIVISION OF
DESLAURIERS COLUMN MOULD CO., INC.

Main Office and Factory
8841 Central Ave. **TYler 6-2500**
DETROIT, MICH.

Manufacturers of Metal Bathroom Cabinets,
Clothes Chute Doors, Package and Milk Receiver
Cabinets, Coal Chute Doors, Kitchen Utility
Cabinets, Salamanders and Round Concrete
Column Forms.

**PRE-SHRUNK
HIGH GRADE
FRAMING LUMBER
DWIGHT LUMBER CO.
Vinewood 2-4500**

STENOGRAPHER-SECRETARY AVAILABLE

Competent woman, widow of architect, with good experience in specifications and general secretarial work open for position. Most deserving and worthy of the profession's consideration. Any architect who can give employment to this applicant will be doing a good deed and securing a most capable and loyal employee. Call The Bulletin, CH. 7660.

TRAVELER EASED BY DEPOT COLORS

The time-worn habit of being nervous when the moment arrives to catch a train is being combated on a scientific basis at the Indianapolis Union station.

The concourse of the station has been redecorated, not merely to "freshen it up," but with the idea that through soft colors, blended softly, the traveler will forget to be nervous.

The idea is that of D. A. Bohlen & Son, architects, who devised the color scheme on the premise that a public building, especially a railroad station, should radiate the effect of being light and airy and soft and quiet, thus relieving nervous tension.

From the reactions of travelers the idea has "clicked," according to Miss Eleanore Jones of the Travelers' Aid Bureau located in the concourse.

Says Many Admire It

"More people stop and admire the color scheme and ask me questions about it," said Miss Jones, while before the vast majority of travelers always were in a hurry and apparently unconscious of what they saw.

Mrs. A. A. Fendrick, owner of the restaurant at the station, discovered the same change in travelers. She said:

"The thing that seems remarkable to me is that so many persons can see how the colors blend with the stained art glass dome and the two large rose windows of art glass at either end of the concourse."

Frequently travelers compare the color scheme with that of the new Union station at Cincinnati, O., and declare, "I like this better."

The dome and the windows created the tone which the colors for the redecoration were selected, according to the architects.

Ceiling, Arches Light

The ceiling and the main arches are painted in light fawn brown and old ivory with a touch of pale gold bronze, while around the panels a cool blue-green border is used. The main arch members are

a light cream with karat-gold bronze for ornamentation.

The walls are done in light cream and the pilasters have been painted with a very light shade of fawn brown.

The metal railings and lamp standards around the balcony are painted in karat-gold bronze and glazed with light green, giving an antique effect.

The waiting rooms to the east and west of the concourse, which are being completed now, contain the same color scheme with the exception that the ceilings are much lighter in color because of the variation in height.

ARCHITECT ENGAGED BY STATE FOR NEWBERRY HOSPITAL JOB

Derrick Hubert, Menominee architect, has been commissioned by the State of Michigan to furnish architectural services for the state in its \$830,000 two year building program at Northern State hospital, Newberry, it is announced.

With exception of one building at Escanaba state fair grounds, Mr. Hubert has designed every building built by the state in the upper peninsula in the past 12 years.

Construction of four new buildings and extensive remodeling are included in the building program at Newberry, scheduled to start this year and conclude in 1939. Mr. Hubert says that he has not yet decided on the type of architecture for the new buildings.

The building program includes construction of two cottages for the feeble-minded, to house 200 patients and cost \$200,000 each; a power house to cost \$250,000; an employes' building to cost \$120,000; and remodeling of cottages to cost \$60,000. The power house will be the first building constructed.

The list of important buildings constructed in the upper peninsula from plans prepared by Mr. Hubert includes:

Engineering and chemistry buildings at Michigan College of Mining and Technology costing \$390,000; receiving hospital building at Northern State hospital, Newberry, costing \$300,000; and the Couzens clinic building at Marquette, costing \$80,000.

Building now under construction for which Mr. Hubert supplied architectural services include: Vocational school at Marinette, to cost \$113,636; high and grade school at Peshtigo, to cost \$93,000; addition of six class rooms and gymnasium to the Stephenson school, to cost \$62,000.

Mr. Hubert has recently completed plans for a parochial school at Escanaba for St. Patrick's church congregation, to cost \$90,000. Bids on the projects are to be received within two weeks.

SCHROEDER PAINT & GLASS COMPANY

POLISHED PLATE AND WINDOW GLASS
PAINTS, OILS, COLORS, VARNISHES, Etc.

5914-5938 Twelfth Street

Phone MADison 3500

Detroit, Mich.

GLANZ & KILLIAN CO.

Contractors

PLUMBING - HEATING - VENTILATING
FIRE PROTECTION SPRINKLER SYSTEMS

1761 W. Forest Ave.

TEmple 1-7820

M. DEN BRAVEN COMPANY

AIR CONDITIONING—VENTILATING
SHEET METAL WORK

Your Call Will Bring An Estimator

TYler 4-5600

**DEN
BRAVEN**

9080 ALPINE

ESTABLISHED 1912

GRANTED CERTIFICATES AS ARCHITECTS

The following were granted registration as architects at the examination by the Michigan State Board:

- * Drittler, Frank J., 223 N. Manning St., Hillsdale
- Hahn, Stanley W., 1311 S. Arlington Ridge Rd., Arlington, Va.
- Jacob, J. Mac Donald, 5737 Second Blvd., Detroit
- Kosmak, George W., Jr., 16 E. 41st St., New York City
- Newhouse, Henry L.-II, 8 S. Michigan Ave., Chicago, Ill.
- Ramey, George E., 415 Robeson Bldg., Champaign, Ill.
- * Saarinen, Eero, Bloomfield Hills
- Thompson, Wm. B., c/o B. F. Goodrich Co., Akron, Ohio
- Walker, Frank Ray, 2341 Carnegie Ave., Cleveland, O.

* Registered by written examination.

INDUSTRIAL SITE SELECTION INVOLVES COMMUNITY OBLIGATIONS, SAYS SEC. ROPER

Factory sites should be chosen on the basis of lasting natural and economic advantages rather than on temporary inducements, according to U. S. Secretary of Commerce Daniel C. Roper. Secretary Roper's statement heads a symposium by leading authorities on the subject of industrial site-planning factors that is published in the August issue of Architectural Record.

"Whether locally — or foreign-owned," says Secretary Roper, "the enterprise needs to recognize definite obligations to the community. Thus, the necessary good will of the community and safeguard for the future will be conserved. It is, of course,

desirable that the factory buildings and associated structures be of high standard in appearance. Modern architectural treatment of factory buildings and landscaping therewith should not only recognize attractiveness but depict as well the dignity and strength of the industry. Attention to these details will awaken community pride in the factory and thus promote safe business. Employees will be proud of it and their loyalty increased. Furthermore, the market value of neighboring property will be enhanced. The factory will thus make its place in the community and prove to be a good neighbor."

M. Ada Beney, of the National Industrial Conference Board, discussing labor considerations in factory location, points out that apparent advantages of low wage scales may be only temporary, and urges that the community's facilities for recreation, education and health be seriously considered, since lack of such public facilities may throw the burden upon the manufacturer.

Questions of proximity to raw materials are discussed by S. D. Kirkpatrick, editor of Chemical and Metallurgical Engineering; proximity to fuel and power by Russel L. McBride, consulting engineer; and waste disposal factors by Charles P. Wood, of Lockwood Greene Engineers, Inc. Mr. Wood is of the opinion that America is still behind Europe in solving waste disposal problems, and that Americans should give more attention to waste disposal as a factor in selection of sites for manufacturing plants.

NELSON COMPANY

DETROIT — ROYAL OAK — ANN ARBOR

Phone
RANDolph
4102

R. O.
3480

Ann Arbor
23701

WHOLESALE
PLUMBING AND HEATING SUPPLIES
Dependable Products—Dependable Service

MORGAN

QUALITY WOODWORK



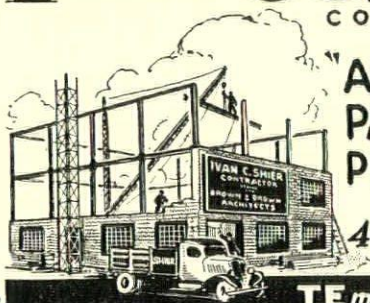
COMPLETE
LUMBER
SERVICE

Sutherland
& Avery
Lumber Co.

Detroit Distributors
5172 St. Jean Ave.
PLaza 9460

IVAN C. SHIER

GENERAL
CONTRACTOR



"ARCHITECTS'
PATRONAGE
PREFERRED"

400 W Warren

TEmple 1-3150

Money-Saving KELVINATOR REFRIGERATION EQUIPMENT

For Every Commercial Need

One reason why Kelvinator Commercial refrigeration is more economical is because every individual requirement can be met exactly. The Kelvinator line of condensing and cooling units is complete. We will gladly make a survey of your needs without charge.

For

Grocery Stores
Meat Markets
Florists
Hotels
Restaurants
Dairies
Milk Producers
Drug Stores
Factories
Fur Storage
Confectioners
And Many Others

KELVINATOR DETROIT BRANCH

NASH-KELVINATOR CORPORATION

4809 Woodward at Hancock • TEmple 1-8450

341
The Octagon,
1741 New York Ave.,
Washington, D.C.

WEEKLY BULLETIN



MICHIGAN SOCIETY OF ARCHITECTS

OFFICERS

ANDREW R. MORISON, President
ROBERT B. FRANTZ, 1st V.-Pres.
GEORGE F. DIEHL, 2nd V.-Pres.
CARL KRESSBACH, 3rd V.-Pres.
CORNELIUS L. T. GABLER, Sec'y.
JOHN C. THORNTON, Treasurer
TALMAGE C. HUGHES, Exec. Sec'y

Editor

TALMAGE C. HUGHES
120 Madison Ave., Detroit
Telephone Cherry 7660

•
Business Manager
E. B. FAUQUIER

DIRECTORS

ROGER ALLEN
WILLIAM D. CUTHBERT
CLAIR W. DITCHY
BRANSON V. GAMBER
ARTHUR K. HYDE
AMEDEO LEONE
N. CHESTER SORENSEN
D. ALLEN WRIGHT

Published Weekly. Subscription Price: \$2.00 per year (Non-Members \$5.00)
Entered as second-class matter Dec. 9, 1930, at the Postoffice at Detroit, Mich., under the Act of March 3, 1879.

Vol. 11

DETROIT, MICH., AUGUST 24, 1937

No. 34

HADLEY HOME COUNSELOR

On Sunday, July 25, at 12:15 P. M., S. C. Hadley, Inc. presented a program over radio station WWJ in which the Home Counselor had something to say about the work of an architect.

The following material was secured from the Hadley Company through Mr. Townley A. Ellington, advertising manager. Mr. Ellington is a son of Harold S. Ellington of the firm of Harley & Ellington, architects and engineers.

The Hadley organization deserves the thanks of our profession for such an able presentation of their cause.

Today—I am going to say a few words about a phase of home building which we have never discussed on these programs. I want to point out to you the place and the importance of the architect in your home building plans. Why is it best to have an architect? Just what is an architect—and what can he do for you? Well—one of the best definitions of an architect that I have heard is the following: "An architect is the only one who is equipped by ability, education and experience to create and conceive structures of merit—and to direct intelligently all building projects to an artistic and successful completion."

Perhaps you have heard some friend of yours say, "No, we did not have an architect—we designed our home ourselves and saved that expense." Well—by the same reasoning—that person should do all the medical work on his own family and save the doctor's expenses. He should do his own dental work—his own legal work. But he can't do it—you say—because he isn't qualified by training and experience!

Well—the ordinary man builds only one or two houses for himself in his entire lifetime. How is he qualified to do this job as well as a man who has specialized in the work for many years—has trained extensively for it—and has supervised scores or even hundreds of homes? Architecture is a lifetime study. The practice of architecture is a profession—not a trade or business. And architects have imposed on the members of their profession a code of highest standards and a set of ethics which places them side by side with medicine, law and other professions.

Just what can an architect do for you when you are building a home? In the

first place—he draws up some preliminary studies to help you as owner to determine just what the size and character of the building shall be. Then he makes working drawings and specifications to describe

(Continued on Page 4)

COURSE ON ARCHITECTURAL CONCRETE CONSTRUCTION

As a part of its educational program, the Portland Cement Association will conduct a short course on Architectural Concrete Construction incorporating discussions on such items as forming, reinforcing, mixing—handling and placing concrete and on finishing the exposed surfaces.

The increasing popularity of this form of concrete construction with its many advantages has prompted numerous requests for this type of lecture which is being given throughout the country.

The subject is ably presented by W. L. Davis, construction superintendant of the Structural Bureau and R. S. Phillips of the laboratory staff from the association's general offices at Chicago. These men are widely versed on the topics offered and architects and engineers, contractors and construction men will find the course, for which there is no tuition or fee, to be extremely timely and interesting.

The lectures will be held at Cass Technical High School on the evenings of September 13, 14 and 15 from 8 until 10:30.

BUILDERS' AND TRADERS' EXCHANGE OF DETROIT

Herman Banbrook, President; Edgar Leavenworth, Vice-Pres.; Gage Cooper, Vice-Pres.; John Wenzel, Treas.;
Directors: Geo. Cruickshank, Walter Gieseking, Bert Haberkorn, Ray Spitzley, Vern Taylor
Edwin J. Brunner, Secretary

439 Penobscot Bldg., RAndolph 5500

Edited by E. J. Brunner

THE AUGUST 11 GOLF OUTING

In spite of a cloudburst in the Eastern part of metropolitan Detroit which put the Grosse Pointes in the headlines of evening editions, 86 architects, builders and traders played eighteen holes at Clinton Valley and 123 sat down to the big banquet given in honor of the Producers.

The history is as follows

H. J. St. Clair and G. W. Smiley both shot 78 for low gross. Ray Redwood shot 95 and with the aid of 28 established handicap won the great bronze wassail bowl better known as the "cup."

William Seeley, chairman of the golf outings, called the banquet to order and turned over charge to Paul Marshall representing the Producers Council Club of Michigan who in turn called upon and extracted speeches for Herman Banbrook, president of the Builders' & Traders' Exchange; A. A. Shirley, president of the Producers' Council; E. J. Brunner, secretary of the Builders' & Traders' Exchange who also introduced three past presidents of the Exchange who were present, Jess Stoddard, Ferd Korneffel, and Albert Beaver; Marshall then called upon Bransom Gamber and Clair Ditchy who ably represented the architects.

Seeley then took charge of the drawing of prizes by flights, the result being as follows:

FIRST FLIGHT—1st prize, F. W. Ring; 2nd prize, J. E. Parks; 3rd prize, Ed. Schuster.

SECOND FLIGHT—1st prize, F. Fletemeyer; 2nd prize, Mack Kness; 3rd prize, Donald Graham.

THIRD FLIGHT—1st prize, H. N. Booth; 2nd prize, L. F. Joliat; 3rd prize, W. C. Markle.

FOURTH FLIGHT—1st prize, Jess Stoddard; 2nd prize, Geo. Cruickshank; 3rd prize, F. E. Storck.

One dozen golf balls contributed through the courtesy of Geo. Howard of Keasbey & Mattison Co., were then distributed by lot as follows: Jerry Sandorf, W. E. Knoertzer, L. L. Woodworth, H. W. Sherer, Frank Hydon, Ray Redwood, G. W. Smiley,

H. H. Miller, Harold Korneffel, A. B. Johnson, H. J. St. Clair, Bill Seeley.

The guests who dined but did not golf were as follows with apologies to anyone who paid cash to the waitress and consequently did not get registered:

A. F. Saunders, A. F. Saunders Co.; Al O'Connor, Koenig Coal & Supply Co.; H. Ewing, Haughton Elev. Co.; Mr. Krell, Dr. Candler, Mr. Morrison, J. D. Candler Rfg. Co.; Clair Ditchy, Architect; Bransom Gamber, Architect; Chas. Calhoun, Mich. Bell Tel.; Henry Standard, Guest of E. J. Brunner; E. J. Brunner, Builders' & Traders' Exchange; Ferd Korneffel, F. Korneffel Co.; Geo. F. Lotz, Dixie Fuel & Supply Co.; Anton Dohmen, Architect; Paul Marshall, Sam Knowlton, Aluminum Co. of America; F. W. Clise, Johns-Manville Co.; Frank Mitzel, Insurance; Mark Atkin, Fred Fordon, Atkin Constr.; Mr. Hutchinson, J. D. Candler Rfg. Co.; H. Brown, Kohler Co.; Jack Meyers and Harry Gieseking, Wire & Iron Products, Inc.; Gudmund Jacobs, Ludowici-Celadon Co.; Russ Bates, Esslinger-Misch Co.; Mr. Schufert, Chas. N. Agree; Al Berschback, Amer. Rfg. Co.; Floyd Heineman, Floyd Heineman Co.; Robert Ruhl, Krimmel & Cruickshank; Mr. Lindsay, Architects Bulletin; Ed Wall'ch, Wallich Lumber Co.; Wm. Goodson, Grand Rapids Plaster Co.; Al Beaver, Beaver Plastering Co.; Frank Stratton, Frank Stratton Co.; A. F. Malow, Barton-Malow Co.; W. W. Busch, John D. Busch & Sons Co.; Charles Fundaberg, J. A. Utley Co.; Henry Mason, Ernst Fuel & Supply Co.; A. A. Shirley, General Electric Co.; N. J. Ermatinger, Nelson Co.; Mr. Goodenow;

The record of the course is as follows:

H. J. St. Clair, Sioux Metal Products Co.	78
G. W. Smiley, Westinghouse Electric Co.	78
Al Brodine, Huron Portland Cement Co.	79
Donald Graham, Plastering Contractor	79
F. M. Hydon, Hydon-Brand Co.	82
Phil Thomas, Plastering Contractor	82
G. W. Jensen, C. D. Kelly Co.	83

Currier NEVER STICK Frame

Don't fail to see this window—the very latest development for the Home, Office or Apartment. Fully weatherstripped—no weights or pulleys—Guaranteed for the life of the building.

COMPLETE STOCK OF QUALITY LUMBER AND MILLWORK

CURRIER LUMBER CO.

14507 VAN DYKE

Phone All Yards

PLaza 1400

H. H. DICKINSON COMPANY

5785 Hamilton Ave. MADison 4950

COMPLETE BUILDERS SUPPLIES

Armored Concrete Curbing

Master Builders Products

Heatlators

Asphalts

CLASSIFIED BUILDING TRADES

GENERAL CONTRACTORS

GEORGE W. AUCH CO.—3646 Mt. Elliott, PLaza 1190.

PETER A. KOCKX & SONS—4697 Dickerson Ave., MURray 3748, TUXedo 2-0163.

PATRONIZE OUR
ADVERTISERS

LUMBER DEALERS

DETROIT LUMBER CO.—5601 W. Jefferson Ave., VINewood 1-2090.

HURD LUMBER CO.—6425 W. Ver-nor Highway, VINewood 1-4120.

C. W. KOTCHER LUMBER CO.—2137 Gratiot Ave., FITzroy 3390. Estab-lished 1864.

O'HARA-QUINLAN LUMBER CO.—14811 Meyers Rd., HOGarth 5110.

RESTRICK LUMBER CO.—1000 W. Grand Blvd., LAFayette 0500.

F. M. SIBLEY LUMBER CO.—6460 Kercheval Ave., FITzroy 5100.

WALLICH LUMBER CO.—3741 St. Aubin Ave., TEMple 2-6660.

IRONITE WATERPROOFING AND RESTO-CRETE

WESTERN WATERPROOFING CO.—410 Murphy Bldg., CADillac 9646.

PLUMBING, HEATING AND VENTILATING

E. B. REID.—8817 Mack Ave., PLaza 2537.

A. W. Hardy, Economy Blue Print Co.	86	Walter Trowell, Trowell Constr. Co.	113
Munro Aird, Plastering Contractor	87	Harvey Zens, Harvey Zens Co.	113
Wm. F. Seeley, Western Waterproofing Co.	88	Harry Nette, General Motors Corp.	114
John H. Hoppin, General Contractor	88	W. E. Knoertzer, Realty News	115
Bob Wolf, Giffels & Vallet, Inc.	90	A. B. Johnson, N.Y.C.R.R.	116
H. B. Sutherland, Hurd Lumber Co.	90	J. S. Whitcomb, Detroit News	117
Larry Hume, Peerless Cement Corp.	90	R. S. English, G.T.R.R.	118
Mack Kness, Libbey-Owens-Ford Glass Co.	90	L. L. Woodworth, Woodworth & Loree	121
Jerry Sandorf, Seyburn & Schulman	91	Ed Schuster, Schuster Equipment Co.	127
Phil Ashurst, Giffels & Vallet, Inc.	92	Jos. Krausmann, Jos. A. Krausmann Co.	130
Bill Emery, Emery Sand & Gravel Co.	92	W. W. Lilley, G.T.R.R.	130
J. A. Morris, H. B. Culbertson Co.	93	Carl Dambrun, Pittsburgh Testing Lab. ...	No card
H. H. Dickinson, H. H. Dickinson Co.	93	J. W. Kennedy, Huron Portland Cement Co. ...	No card
Frank Schaefer, MacDonald Coal & Brick Co. ...	93	C. C. Cadwallader, Elec. Contr. Assoc.	No card
Jerry Trembath, Schroeder Ptg. & Glass Co. ...	93	Fred Fletemeyer, F. N. Cooper Co.	No card
W. G. Squier, Krimmel & Cruickshank, Inc. ...	94	R. C. McKinnie, Home Rfg. & Shingle Co. ...	No card
Peter Milne, Guest of Geo. Cruickshank	94	W. W. Templemyer, Carey Co.	No card
Ray Redwood, Acme Clay Products Co.	95	J. L. McLaughlin, Super Safety Furnace	
A. H. Jones, Madison Elec. Co.	95	Pipe Co.	No card
H. W. Sherer, Libbey-Owens Glass Co.	96	Herman Banbrook, Banbrook-Gowan Co. ...	No card
Carl Barry, Jos. A. Krausmann Co.	96	G. W. Scott, Ruberoid Co.	No card
Norman Grams, Commercial Engineering Co. ...	96	Jim Hemstreet, Koenig Coal & Supply Co. ...	No card
Walter Pratt, Conc. Steel Fireproofing Co.	96		
L. F. Joliat, Biefield Tire Co.	96		
Bill Wilson, Plastering Contractor	97		
R. E. Dailey, R. E. Dailey & Co.	97		
R. K. Wescott, Almont Mfg. Co.	98		
H. N. Booth, McLain Co.	98		
Otis Smith, Weldit Acetylene Co.	98		
W. C. Markle, Schroeder Paint & Glass Co.	99		
Bruno Kullen, Kullen Fuel & Supply Co.	99		
Harold Korneffel, Ferd Korneffel Co.	100		
Julius Frater, Frater Const. Co.	100		
F. E. Surrall, McCleary-Harmon Co.	100		
F. W. Ring, Almont Mfg. Co.	101		
A. H. DeCou, Krimmel & Cruickshank	101		
T. R. Wareham, Toledo Plate & Window Glass. ...	101		
Jess Stoddard, Detroit Testing Laboratory	101		
H. B. Culbertson, H. B. Culbertson Co.	102		
Geo. Howard, Keasbey & Mattison Co.	103		
Bert Payne, Woodville Lime Co.	103		
J. F. Gottron, Guest of Bruno Kullen	104		
F. E. Storck, Wolv. Shingle & Lumber Co.	104		
F. C. Bagby, Western Waterproofing Co.	104		
Glen Darling, N.Y.C.R.R.	105		
J. Sharkey, Pom-McFate Co.	105		
W. A. Sabo, American Gypsum Co.	105		
C. S. Peterson, Boulevard Transfer Co.	105		
Geo. Cruickshank, Krimmel & Cruickshank, Inc. ...	105		
A. W. Kutsche, A. W. Kutsche & Co.	106		
B. Blair, Standard Sanitary Mfg. Co.	106		
H. H. Miller, Masonite Co.	107		
J. Ivan Dise, Architect	108		
Tom Reed, National Gypsum Co.	109		
R. J. Baty, J. MacDonald Jacob & Assoc.	110		
W. C. Restrict, Restrict Lumber Co.	111		
Jim Watts, Standish Backus Estate	111		
Ralph Hidey, R. H. Hidey	112		
J. E. Parks, Zonolite Corp.	112		

GUSTAVE MUELLER

Gustave A. Mueller, architect in Detroit for more than 40 years, died Monday night August 9th at his home, 13911 Prairie avenue, following an illness of two weeks. He was 72 years old.

Mr. Mueller first came to Detroit to build the memorial gate at the entrance to Water Works Park. In recent years he was known as an expert in brewery architecture.

Born in October, 1864, in Dresden, Germany, he came to America as a young student and served his apprenticeship in engineering with the French in their unsuccessful attempt to build the Panama Canal.

He married Emma Marx, cousin of the late Oscar Marx, former Mayor of Detroit, in 1897. Mrs. Mueller survives.

ARCHITECTS!

Your Attention Please

CROWLEY-MILNER'S

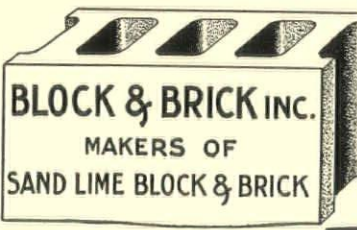
Contract Sales Dept.

... carries a complete line of Famous Make

- Floorcoverings • Venetian Blinds
- Composition • Electrical
- Window Shades • Fixtures

Our tremendous stocks of Famous Make Merchandise offers you a complete choice. Whether your needs call for a single room or a large institution we are prepared to serve you EFFICIENTLY and ECONOMICALLY!

CONTRACT SALES DEPARTMENT
RAndolph 2400 Extension 183



BLOCK & BRICK INC.
MAKERS OF
SAND LIME BLOCK & BRICK

Products manufactured from the White Sands of Lake Michigan. Lighter in weight and color.

WENZEL FLOORS

Johns-Manville Asphalt Tile
Magnesite Composition

Rubber Tile - Masonite Cork Tile

439 Penobscot Bldg.

RAndolph 5500

Hadley Home Counselor

(Continued from Page 1)

thoroughly in a technical way the wishes you have expressed. These drawings and specifications are used to obtain bids from the different builders or contractors.

The owner and the architect go over these bids together—and even when the contract is placed for construction work to start—the architect is not half through with his duties. For he will see to the accurate carrying out of the various contracts. He acts as an adviser to the owner right up to the day that the owner moves into the home—and this sometimes includes an auditing of the contractor's accounts from time to time or acting as an experienced and impartial judge in settling any differences which might arise during the period of construction. An architect is not an expense—he can usually save you a considerable amount of money—not only by his supervision of the job and his checking of specifications—but also by his ability to see your building problems and difficulties in advance of the time they would appear—and hence to help you avoid them entirely. Any building worthy of your consideration is worthy of careful study by an architect.

I mentioned the fact that quite a number of families have gone ahead with their

building plans without consulting and architect—and they have done this in the belief that they saved a little money. But the truth is—and most all of these families learn it when they are all through—the truth is that a competent architect always puts into a house more value than his services cost.

Now this is a simple statement and easily understandable but it is just as easily forgotten when the time comes to go ahead with your building plans. Remember—an architect—if he is even worth the name—will absolutely put more value into your house than his services cost.

I wonder how many home owners appreciate what good architecture means—not only to a single home—but to the entire neighborhood? You take a little drive with your family—and come to a section of the city where the homes are pleasing to the eye—a neighborhood characterized by beauty and good taste. Immediately—the desirability of a home in that neighborhood is greatly enhanced. Good architecture gives real value to home, neighborhood and community. And good architecture also makes it possible for a home costing eight or ten thousand dollars to appear more costly than one which actually sold for a thousand, two or even three thousand dollars more. And this is one feature of the section I described to you last Sunday—the Lochmoor-Sunningdale section—which appeals to everyone who drives out there. When you turn into Lochmoor Boulevard and Sunningdale Drive from Lake Shore Drive—you are immediately pleased and charmed with the type of residence on these two streets. Good architecture has been a predominant feature of every home constructed in Lochmoor-Sunningdale—and permanent restrictions will see to it that all future homes will also tend to increase the attractiveness and value of the section.



We respectfully suggest
you investigate the High
Quality of Petoskey Ce-
ments

and especially:—

**PETOSKEY HIGH EARLY
STRENGTH PORTLAND CEMENT**

**PETOSKEY WATERPROOFED
PORTLAND CEMENT**

and

PETOSKEY MORTAR CEMENT

THEIR CHEMICAL AND PHYSICAL
ANALYSES ARE OUTSTANDING

**PETOSKEY PORTLAND
CEMENT COMPANY**

Petoskey
Milwaukee

Detroit
Chicago

O. W. BURKE COMPANY
GENERAL CONTRACTORS

FISHER BUILDING
Detroit, Michigan

MADISON #810

Patronize Our Advertisers

**CINDER
BLOCK
INC.**

•
HOGARTH 1140

Cinder Concrete
Units
For
Firesafe Homes

EAST SIDE MIGRATION TO QUEENS PROPOSED IN NEW YORK HOUSING PLAN

The removal of East Side dwellers to a 500 acre development between the Queensboro Bridge and Astoria is proposed by William Lescaze, New York skyscraper architect, and a leader in modern architectural design. Mr. Lescaze explained his plan in a series of lectures on "Contemporary Architecture" before students of the Columbia University Summer Session.

It would be cheaper to buy this land, develop it, and induce New York's slum population to migrate across the bridge than to do a similar job of rehabilitation on the lower East Side, Mr. Lescaze declared.

"The average value of the land selected for the project is around a dollar a square foot," according to Mr. Lescaze, who found that the burden of tax arrears in this section is very much heavier than in East Side districts. "It is not yet realized that this region is decaying much faster than the lower East Side," he said.

The mapping of New York City is done by "people of limited imagination," Mr. Lescaze asserted. "They do not foresee what may happen in twenty-five years. A good percentage of the streets in the area we surveyed for our project existed only on the map. We disregarded what we found, and planned what would be ideal."

Mr. Lescaze's plan features a broad boulevard connecting the Triboro Bridge with the Long Island Parkway, a highway reserved for trucks, and many pedestrian paths. The remaining streets are purely residential and lined with shade trees. Fewer and wider roads would serve the same purpose as the many narrow congested ones now in use and be less expensive to maintain, it is held.

"The old pattern of a city must be thrown aside because of the absurd congestion of traffic. A small plan of many streets worked all right in its time, when horses and walking on foot were the only means of transportation. Why not do the intelligent thing and provide a decent pathway for the automobile?"

"Fortunately, almost every American city is becoming slowly aware that whatever improvement it may be able to undertake is only a temporary remedy in just one single location, and what is urgently needed is a real master plan based on sound modern thinking—the kind of plan which only an agency such as the City Planning Commission created by the new charter of the city of New York may be able to prepare and enforce. Provision for this Commission is perhaps the most important part of the new charter."

"Although the new idea of housing is being more generally accepted than formerly, its importance is

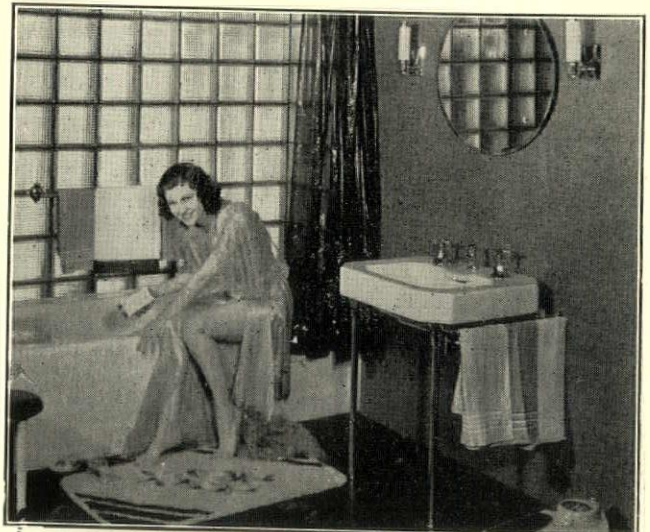
not yet fully recognized. The Wagner Housing Bill has not passed either house of Congress. In London, Paris, Amsterdam and Berlin people can live in modern dwellings built with public funds. In New York, they have nothing but forty-year-old tenements.

"A belief that the elimination of slums really repays the public in the long run is winning grudging acceptance in only a few places. Most Americans are either indifferent to slums or against their removal because they think a housing project is a socialistic idea. This is a false concept. In Holland the slums have been wiped out, but that country is by no means socialistic."

"The United States has not made much progress in housing beyond the first impulsive, haphazard phase. Housing has been just a means to an end—to stop unemployment. Americans must realize that they need low rental housing as much as they need bridges."

"A master plan for a modern city cannot be made by one individual in one afternoon. It presupposes a wealth of surveys. Some have been started by the WPA. The technique of preparing a background of definite scientific knowledge is applied in the work of modern architects. The modern architect makes it his business to start designing only after a thorough analysis of the problem. This should also be the approach to city planning. Most low cost housing projects have been built by modern architects."

Mr. Lescaze, a member of the American Institute of Architects, favored a financial arrangement by which local governments would borrow from the federal government funds with which to purchase land, and build and manage low cost homes. The houses would be rented from municipalities at government-fixed prices. At the end of about 40 years the local government would own the buildings, the income from rents enabling it to discharge its indebtedness to the federal government.



Glass Block

STOPS HEAT • ADMITS LIGHT

CADILLAC GLASS CO.

2570 Hart Ave.

Detroit

PHONE LEnox 4940

PARK and McKAY

In Business Since 1876

Distributors for
Kohler Plumbing Fixtures

Showroom at
14401 Meyers Rd., north of Gr. River

HOgarth 6200

ARCHITECTS' REPORTS

Agree, Chas. N., 1140 Book Tower, CA. 9263.—
Preparing plans on following:

Inspection Unit and Garage—St. Jean and Kercheval. Dept. of St. Rys.

Preliminary studies, apt. bldg., East Jefferson Ave. and Seminole.

Remodeling store, 1065 Woodward Ave. Cunningham Drug Stores, Inc.

2-sty. and bmt. Mercantile Bldg., Jos. Campau and Yemans, Hamtramck. Federal Dept. Store.

Remodeling 2-sty. and bmt. store bldg., Allegan and S. Washington Ave., Lansing. Cunningham Drug Stores, Inc.

Prelim. studies, apt. bldg., Covington Drive and Second Blvd.

Two-story warehouse and remodeling of present warehouse at 12th and Maranette Aves. Cunningham Drug Stores, Inc., Owners.

One story loady dock 93x200, Piquette and John R. Forest Cleaners & Dyers, Inc.—Owners.

Two story store and office bldg. at Michigan and Schaefer, Dearborn.

Taking bids:

Remodeling of 2-story and basement store bldg., Oakman Blvd. and Grand River. Dabro Realty Co.—Owners.

Owner taking bids:

One story store bldg. at Michigan and Central for Vinton Realty Co.—Owners.

One-story store bldg. (five stores), Harper Ave. between Chalmers and Lakewood.

Two-story add. to Federal Dept. Store on Gratiot Ave. near Seven Mile Road.

Bids closed:

1,500 seat Harper Theatre, located at the corner of Harper and Lakewood Aves., Harper Theatre Co.—Owners.

Contracts let:

Cunningham Drug Store, Grand River and Joy Rd. Contract awarded to Albert Diamond.

Coolidge Garage and Inspection Unit for City of Detroit, Dept. of St. Rys. Architectural Trades—Geo. W. Auch & Co.; Plumbing—Ralph P. Peckham; Heating—W. J. Phillips Co.; Ventilating—Jas. W. Partlan; Sprinklers—Viking Sprinkler Co.; Gas and Oil Equipment—Aqua Systems, Inc.; Electrical—Lightstone Elec. Co.; Paving—Sachs & Lodewyk.

Davidson Bros., Inc.—Warehouse, 444 W. Willis Ave.; Masonry and Carpentry—R. E. Dailey; Roofing—The Kalt Co.; Steel Sash—Truscon Steel Co.; Steel Tank—Chicago Bridge & Iron Co.; Face Brick Cleaning—Floyd H. Heineman; Sprinklers—Detroit Indept. Sprinklers; Plbg. and Htg.—H. H. Warner Co.; Elevators—Elevator Constr. Service Co.

Cunningham Drug Store, Michigan and Junction: Excav. and Masonry—Great Lakes Constr. Co.; Carpentry—Abe Balbirer; Iron and Steel—Acorn Iron Works; Steel Joists—Gabriel Steel Co.; Macotta—Maul Macotta Corp; Tile Work—Gibraltar Floors, Inc; Painting—Herbert T. Sloman; Finish Hardware—John H. Freeman; Electrical—Checker Elec. Co. Bennett & Straigt, 13526 Michigan Ave., OR. 7750.—1300 seat theatre, Monroe, Mich., 63x150, auditorium and balcony, 2 rental shops, air cooled system and steam heat, enamel metal, exterior—cinder block, interior. Fig. on revised mech. trades closed.

Same.—Genl. con. on theatre, Vassar, Mich., let to Smith & Blumfield, Warsaw, Mich.

Same.—400 seat theatre, Lake Odessa, Mich. One story, 2 shops, glass front, cinder block interior, steam heat, gas fired boiler. Bids closed.

Same.—Theatre, Milford, Mich. Contract let to Carl B. Foster, Flint, Mich.

Same.—Fig. on church, 37x70, Fenton, Mich., closed.

Deihl, Geo., 120 Madison, CH. 7268.—Alteration to Catholic Central High School, Woodward and Belmont. Genl. con. let to Fred Henige Co.

Derrick & Gamber, Inc., 35 Fl. Union Trust Bldg., CA. 3175.—Genl. con. on res. for Wilfred Thompson, Lothrop Ave., G. P. F. let to Otto Sauer.

De Rosiers, Arthur, 1414 Macabees Bldg., CO. 2178.—Plans for Rectory, St. Michael's Parish, Flint, Mich. Rev. Maurice Chawke, Pastor. Ready about Sept. 15.

JOHN H. FREEMAN

ARCHITECTURAL HARDWARE
PROPERLY SERVICED

Architects' Bldg.

TEmple 1-6760



Reg. U. S. Patent Office
PROVEN PAINT PRODUCTS

Specify and Use

R-M Decorative Interior Finishes

Rimaco Seal-all Primer

Rimaco Wall Finish—Flat

Semi Gloss

Rimaco Stippling Wall Finish—

Flat, Semi Gloss

R-M Dado Enamels

R-M Glazing Liquid

R-M Floor Varnish

R-M Interior Trim Varnish

RINSHED-MASON CO.

Manufacturers

Paints, Varnishes, Enamels and Lacquers

5935 Milford St.

Detroit

Garfield 5161

Detroit Lumber Co.

"Most Modern Finish Factory in Michigan"

Special Millwork, Cabinets and Stairs

No Charge for Service or Shop Drawings

5601 W. Jefferson Ave.

VInewood 1-2090

GOOD

HARDWARE FOR OVER 50 YEARS

RAYL'S

1233 Griswold Street

Same.—Plans for alt. to St. Edward's Rectory—Crane and Charlevoix ready about Aug. 30.

Giffels & Vallet, Inc., L. Rossetti, Associate, 1000 Marquette Bldg.—Preparing plans for extension to power house for local manufacturer.

Preparing plans on following:

Mfg. bldgs. in New Jersey, assembly plant, air conditioned precision instrument bldg., office bldg. with ornamental enclosed water tower, foundry, garage, warehouse, personnel bldg., engineering bldg., power house and outside facilities such as gate houses, fences, railroad facilities, grading, drainage, pumping stations, sewers, etc.

2 heavy press pits for local manufacturer.

3 body conveyor bridges, 2 sub-stations and air compressor installation for local Auto Company.

High pressure boiler and turbo-generator for local Auto Company.

2 power transformer stations for local Auto Co. Cold mill facilities for local company.

Pickling tank installation and manufacturing facilities for local tube co.

Balconies and conveyor installations for local co.

Taking figures:

Factory extension, local manufacturer.

Bids closed.

Additional office facilities for Automobile Club.

Harley & Ellington, 1507 Stroh Bldg., RA. 9030.

—Preparing working drawings for grain storage building for John Eichler Brewing Co. Structural steel and fire proof concrete construction, steel grain storage bin and grain handling equipment. Deferred.

Herman & Simons, 710 Owen Bldg., RA. 8788.—Genl. con. on Manufacturers Nat'l. Bank Bldg. Branch, Dearborn, let to Barton-Malow Co.

Jameson, Lawrence B., 8380 Jos. Campau Ave., MA. 9146.—Sausage factory. Figures due Aug. 16.

Same.—Fig. on alt. to Store, owner—J. Miller. Closed.

Same.—Res. for C. Barton. Fig. due Aug. 6.

Same.—Bids closed on remodeling of store, 9440 Jos. Campau.

Same.—Prep. plans for sales and service station, 60x100. Owner—Dick Connell.

Keyes, Hugh T., 747 Free Press Bldg., RA. 7415.—Bids closed on sea wall for res. for B. E. Hutchinson, Lake Shore Rd.

Malcomson, Calder & Hammond, Inc., successor to Malcomson & Higginbotham, 1217 Griswold St., CA. 9651.—Prep. dwgs. for new girls' dormitory and Union bldg. for Western State Teachers College, Kalamazoo, Mich.

Same.—Preparing sketches for add. to Lincoln High School, Ferndale, Mich.

Mason, Geo. D. & Co., 409 Griswold, RA. 7850.—LeRoy & Newlander, Kalamazoo, Mich., Associates.—Prep. working drawings for Kalamazoo Post Office.

O'Dell & Rowland, 904 Marquette Bldg.—Making drawings for addition and alterations to residence for Elmer Sylvester, Birmingham, Mich.

Same.—Making drawings for alteration to plant of Michigan Wineries on John R., Detroit.

Same.—Preparing drawings for alteration to Parish House, St. John's Church, Montcalm St.

Schley, Cyril E., 605 Lafayette Bldg., CA. 8499.—Three story apt. bldg., 110x130. Bids closed.

Same.—Remodeling of five story apt. bldg. Bids closed.

Smith, Hinchman & Grylls, 809 Marquette Bldg., RA. 8825. St. Luke's Hospital, Marquette, Mich. Bids closed.

Stachowiak, Stephen J., 3005 Caniff Ave., TO. 8-7122.—Preparing plans for the following:

Two story store and office bldg., Dearborn; Residence; 1 story store bldg., 20x60; 14 family apartment bldg.; Residence.

Same.—Preparing sketches on the following: 50 Bed Hospital for contagious diseases; 36x100 addition to auditorium; 40x70 two story addition to Veterans' Home (postponed for three months).

Same.—Taking figures on the following: Two story and basement store and office bldg.

Same.—Bids closed on the following: Sausage factory (letting of contract and building of factory postponed for 60 days); Two story store and office bldg. (let on separate contracts).

Stratton, W. B.—Contracts let on residence for Dexter Ferry. Location—Notre Dame Ave.

Wright, Frank H., 418 Fox Bldg., CH. 7414.—Plans for res. for C. A. Pfaffenberger completed about Aug. 29.

H. R. GRAF, JACKSON ARCHITECT IN NEW LOCATION

After 15 years in the Rogers Building at Jackson, Michigan, H. R. Graf, Architect, has moved to 308 Reynolds Building, Jackson, Michigan.

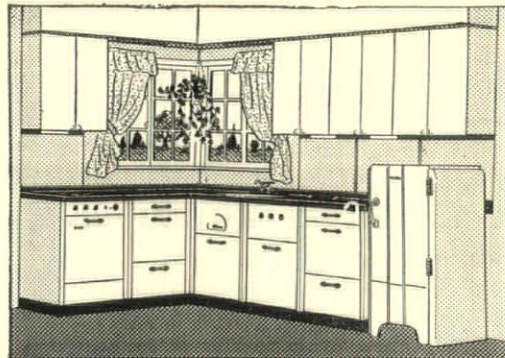
The Home...Man's Inspiration

Men are good analysts, quick to change to the better way.

When men really understand the situation, they seldom deny their wives the essentials for maintaining a home.

The home, after all, is the very center of a man's inspiration.

Let us plan a G-E kitchen without obligation.



GENERAL ELECTRIC SUPPLY CORP.

KITCHEN PLANNING DEPARTMENT
2985 East Jefferson Fltroy 5800

Michigan Distributors for
General Electric Home Servants

"Standard" PLUMBING FIXTURES "Sunbeam" AIR CONDITIONING SYSTEMS Murray W. Sales & Co.

MADison 4200

801 W. BALTIMORE AT THIRD

"Bring Your Clients to Our
Display Rooms"

THE NEIGHBORHOOD PARK

In the commendable interest in large civic parks, there may be a tendency to slight the smaller ones. No depreciating word should be said against the large general-use parks for they are greatly needed and represent and increasingly appreciated civic asset. Much can be accomplished in the larger parks that is quite impossible in the smaller ones. The larger expanses offer opportunity for games and recreations requiring considerable areas. The great variety of park uses possible in larger parks makes them more desirable for the general public. There are, however, advantages in the smaller parks that should not be overlooked in our enthusiasm for the large ones.

In the particular interest of health, safety, morals and welfare, there are definite and distinct advantages in a broad and comprehensive distribution of smaller park areas within the urban centers. The neighborhood park is so close-by as to always be accessible to the neighborhood residents. The park can be reached by walking without need of other means of transportation. The parking problem therefore of the large parks is eliminated in the smaller ones. Adverse or threatening weather conditions do not offer the uncertainties and perplexities of the distant parks. The changing seasons present an ever-changing appeal of park beauty and charm. The particular park appearances for every season is both interesting and educational. The nearness of the neighborhood park naturally brings it under almost daily observation by some members of the family.

The use of the neighborhood park is largely limited to the neighborhood residents. Through school and neighborhood contacts, families become acquainted and the park grounds become more like a private or family park. The nearness of the park makes it available for numerous convenient periods of enjoyment that would be impracticable for distant parks. The child, when in the park, can be readily found and summoned in response to any immediate necessity or emergency.

The cost of acquiring the land for large parks is

usually very high. In comparison, the cost of acquiring the land for small parks can be almost nothing or negligible. The City Plan Commission believes that some part of land in subdivision plats should be dedicated to the City for park use. Often the land least fitted for subdivision purposes is best for park use. In such cases the liability becomes a real asset. Generally the advantage of the local park will be reflected in sales values so as to financially justify its dedication. Regardless of that, however, the civic need of the local or neighborhood parks is such as to warrant the legal requirement in platting of some adequate provision for the neighborhood park.—*The Planner.*

INSPECTING NEW HOUSES HAS BECOME SPORT FOR THOUSANDS

Many lookers are just curious, but some builders find the custom brings sales. Experiences from Milwaukee.

Inspecting new houses is rapidly becoming Milwaukee's great Sunday afternoon outdoor sport. Every Sunday thousands of families go on inspection tours. The observation that it "doesn't cost a cent," however, is not always true, as one Milwaukee head of a family can testify. It ended up by costing him \$8,300.

"We had a nice little house," he said. "We built it back in the days when things were a lot different. We had the old fashioned hot air furnace instead of this new fangled air conditioning. We had a kitchen with a nice old fashioned pantry instead of these new cabinets and shelves. It was just like hundreds of other nice houses in Milwaukee that were built 25 years ago. We all liked it fine.

"One Sunday the wife noticed an ad for a new house up on the northwest side. She kept after me to drive up there and we went through it. The old house never looked quite right after we made that inspection. We found we were hopelessly out of date.

"The next Sunday the wife had us stop at another house. It was pretty swell. It was far too much for our pocketbook but we had a lot of ideas.

"Well, to make a long story short, we got the habit of visiting those new houses. Pretty soon the wife so dissatisfied with our old house that we had to buy a new one."

When a new house is opened for inspection the number of people who drive up for an inspection is little short of astonishing. One builder got his new house all ready and had 2,000 cards printed advertising his business. Long before the 2 P. M. announced for the opening, a line had formed. He was a good fellow and opened the front door and passed out the cards as the visitors entered. Before 4 P. M.

PUNCH and JUDY THEATRE

Kercheval at Fisher Road Niagara 3898

WEDNESDAY—THURSDAY AUGUST 25—26
Spencer Tracy—Gladys George—Franchot Tone
in "They Gave Him a Gun"

FRIDAY—SATURDAY AUGUST 27—28
Stan Laurel and Oliver Hardy in
"Way Out West"

Sat. 11 P.M.—Edward Everett Horton in
"Oh, Doctor"

SUN.—MON.—TUES. AUGUST 29—30—31
Janet Gaynor—Fredric March in
"A Star Is Born"

EVERY ARCHITECT REQUIRES EXPERT SIGN ADVICE

*Call Us When You Have a Creative
Art or Engineering Problem*

WALKER & Co.

NEON SIGNS—ELECTRIC SIGNS

88 Custer Avenue

TRinity 2-6030

ACME METALON COMPANY

Manufacturers of

METALON

THE METALLIZED BUILDING UNIT

9630-9690 Greeley Ave. Detroit, Mich.
LONGFELLOW 5770-1-2-3

DAY AND EVENING COURSES
in
ENGINEERING AND CHEMISTRY

Detroit Institute of Technology

Fall Term begins September 20th
303 Downtown Y. M. C. A. Building

he discovered that his supply of cards was gone and the crowds were still coming.

A builder who had misjudged how quickly his house would sell announced that it would be open for inspection for several weeks. The very first day it was open he found a buyer, but he couldn't back out of his formal announcement about the period of inspection. The buyer was canny and asked if the builder would let him have the carpets when the inspection was over. Recalling a previous experience, the builder readily consented. When the three weeks were up the carpets, especially those on the stairs, were all but worn to tatters. The buyer didn't get the extra bargain he had expected.

Once in a while there are unexpected complications for a builder whose house is on display. Painting had been delayed at one house, but the builder carefully posted "fresh paint" signs and hoped for the best. All went well until late in the afternoon when a hapless youngster, too young to read, bumped full tilt into a freshly painted door. The angry mother gave her son a public spanking and then threatened to sue the builder unless he paid the cleaning bill for the child's coat.

Milwaukee builders have tried to adopt various stratagems to keep out the curious, so that those who are really interested in buying the house will have a better chance to see it. One builder boldly advertised that only those interested in buying would be welcome. But still they came by the thousands. Another required visitors to register, hoping to get a good "prospect" list. They came by the thousands and filled the book. After a few calls on the signers the builder found there wasn't a live prospect among them. But there is one sure sign builders have come to recognize. When visitors come back for a second time, they are "hot" prospects. When they come back the third time, it's just as good as if they signed on the dotted line.

Often the visitors came the first time. Maybe the wife sees a feature that makes her like the house. There is a long discussion when they get back home. They come for a second time and the house, a bit more familiar, begins to click. By the time they

have seen it the third time they begin to picture it as their own.

"You can't sell a house to people until they 'fall in love' with it," a wise Realtor said. "If they fall in love with a house, all you have to do is arrange the financing."

Most builders are philosophical about the problem. They know that not one visitor in a hundred is remotely interested in buying the house. But they are intensely interested in houses. It's good advertising and some builder ultimately gets the benefit.—Freehold.

WOMEN CONTROL HELD INCREASING IN REALTY FIELD

By HERBERT U. NELSON

Secretary National Association of
Real Estate Boards

In an economic sense our country is a matriarchy. In no other nation known to history have women owned or controlled so much of the wealth, and this tendency is growing. A recent estimate, probably as accurate a one as can be made, gives this picture of the present spread: Women hold title to 40 per cent of all the real estate in America. They are the beneficiaries of 80 per cent of the 65,000,000 life insurance policies. They own 65 per cent of all the savings accounts and 48 per cent of the stock of all railroad corporations and 44 per cent of the stock of all public utility companies. In selling and developing real estate—not only in respect to homes—and in the selling and financing of real estate, the preferences of women, we are coming to realize, must be given a very considerable, sometimes a controlling weight.

The Paris Exposition, when and if it ever is com-

W. J. PHILLIPS

PLUMBING, HEATING, VENTILATING,
POWER PIPING and SPRINKLER
SYSTEMS

307 Stormfeltz Loveley Bldg., 520 W. First St.
DETROIT, MICH. ROYAL OAK, MICH.
ELmhurst 6780 ROYal Oak 2257

M. DEN BRAVEN COMPANY

AIR CONDITIONING—VENTILATING
SHEET METAL WORK

Your Call Will Bring An Estimator

TYler 4-5600



9080 ALPINE

MONEL-METAL STORE

(Convention Hall Bldg.) 4461 Woodward Ave.

Monel Metal Sinks
and
Cabinet Tops

Whitehead Auto-
matic Water
Heaters

Wood Cabinets
Electric Dishwashers
Ranges and
Refrigerators



Use Our Kitchen
Planning Service

Whitehead Steel
Kitchen Cabinets

Open 8:30 to 5:30
Any Time by
Appointment

WHITEHEAD METAL PRODUCTS OF N. Y., INC.

Tel. TEmple 1-8494

Detroit, Michigan

pleted, will consist of some two hundred buildings. Only about sixty of them are finished, and in only a few at the time of my visit a few weeks ago were there any exhibits. In spite of this, the setting along the boulevard Seine is so beautiful and the designs of the buildings almost invariably so exquisite or so original that the whole presents an inspiring picture.

The most striking view is from the main entrance, from which a wide, many-fountained esplanade runs to the Eiffel Tower. Dramatically facing each other on each side of the esplanade are the Russian and German buildings. The former is topped by two huge onrushing figures holding aloft the hammer and the sickle. The latter stands sternly in the path of the figures. The American building, I am afraid I must confess, was to me one of the least attractive. It is too bad that now in midsummer the incomparable plan for the exposition has not been more fully carried out. Even as it is, great crowds are in attendance, and visitors seem to have a good time ducking under scaffoldings and climbing over piles of building materials.

GAR WOOD ANNOUNCES NEW HOME VENTILATOR

Removes Uncomfortable Air

Gar Wood Industries, Inc., has announced a new Gar Wood ventilator which removes hot, stagnant air from bedrooms and the attic and draws in fresh, cool, night air into the home, according to Don J. Luty, chief engineer and assistant general manager of the air conditioning division. The Gar Wood ventilator removes the excessive heat produced in the attic by hot rays of the sun during the day, he said. This hot, dead air is removed from the attic by the fan suction and is replaced by cool night air through the doors and windows, creating a mild, refreshing, healthful circulation.

The ventilator is controlled by a conveniently located switch. The shutter which comes as a part of the ventilator, automatically opens and closes with the turning off and on of the fan and eliminates the necessity of opening and closing the windows by hand.

STENOGRAPHER-SECRETARY AVAILABLE

Competent woman, widow of architect, with good experience in specifications and general secretarial work open for position. Most deserving and worthy of the profession's consideration. Any architect who can give employment to this applicant will be doing a good deed and securing a most capable and loyal employee. Call The Bulletin, CH. 7660.

Ivan C. Shier

GENERAL
CONTRACTOR

"ARCHITECTS'
PATRONAGE
PREFERRED"



400 W Warren
Temple 1-3150

The new Gar Wood ventilator is suitable not only for home ventilation and cooling, but wherever air is stagnant. Wherever buildings are filled with stifling air, steam, odors, smoke, fumes or dust, the Gar Wood ventilator will expell it and replace it with fresh air. While the Gar Wood ventilator does not actually cool the air, Mr. Luty pointed out, it increases comfort by replacing warm air with cooler air and by creating a circulation of fresh air in places which are difficult to ventilate. Home owners are discovering this new and inexpensive way to live and sleep in cool comfort.

The Gar Wood ventilator consists of a quiet operating, specially designed fan and motor enclosed in a sturdy metal case, which is suspended on coil springs from the ceiling or rafters, thus assuring complete quietness when in operation. A vibration deadening canvas boot connects the fan housing proper with a wooden frame which is installed in a window casing or other opening made for the discharge of hot air. The frame is equipped with an insect screen and an automatic outlet shutter which opens when the fan begins to operate and closes when it stops, for protection against rain, dust and insects. The shutter is made of aluminum and will not corrode or stick. Everything is furnished to make the unit complete. Installation can be made in a few minutes. No extra wiring is necessary. It is merely necessary to plug into any convenient electric light circuit to operate the new Gar Wood ventilator, concluded Mr. Luty.

WRAP ME UP A HOUSE

Many a manufacturer has watched his sales jump when he was able to describe his product with those magic words, "Wrapped in Cellophane." Leavitt & Sons, New York builders, thought they'd try it with one of their model houses. So they wrapped a complete residence on Long Island in cellophane, put a 12-foot zipper in the front over the door. It turned out to be a grand promotion. Several thousand prospective home-owners turned out to see the zipper opening, and the cellophane-covered house is still pulling crowds.—Business Week.

**PRE-SHRUNK
HIGH GRADE
FRAMING LUMBER**
DWIGHT LUMBER CO.
Vinewood 2-4500

Patronize Our Advertisers

BRYANT

**GAS HEATING EQUIPMENT
AIR CONDITIONING UNITS
FURNACES
BOILERS
UNIT HEATERS**

Bryant Air Cond. Corp.
415 BRAINARD
TEmpLe 1-4546



WHAT SCIENCE MAY DO

Science has worked wonders, but has not scratched the surface, if the vision of Professor Thyndall Franck, University of Pennsylvania, should blossom into reality.

We have today far greater than the nine wonders of the world. Among other things the medical profession has made great progress in combatting disease, electrical engineers have given us the telephone, the radio, monster dams which supply man with abundance of water, electric trains, airships, automobiles, electric eyes which see and record facts and so on down through a long list of accomplishments, which makes life happier, easier and more enjoyable.

One might think we have reached the ultimate of our power, but not Professor Franck, who lists possible inventions which he thinks may be perfected during the next hundred years. Here they are:

The prolongation of the average human life to 100 years.

Rapid and complete cure of cancer, venereal disease and arthritis.

The control or abolition of all pain.

The creation of facilities for a round-the-world trip in 24 hours, in perfect safety.

The transmission of electricity without wires and without waste.

Mass production of radio transmitters and receivers no larger than a watch.

Transportation to the moon on interstellar machines.

The creation of artificial but perfect sunlight.

Popularization of chemical nourishment and feeding.

The perfection of a colored movie film in relief.

The perfection of a colored movie film in relief, to give a perfect illusion of reality.—The Architect.

NEW YORK MODERNIZES
ITS BUILDING CODE

Recent approval of the modernized building code for New York City holds considerable interest for other large cities which have been considering similar action. With the signature of Mayor La Guardia the new ordinance becomes effective January 1, 1938.

An important change in the classification of structures in New York's new code has to do with the degree of fire resistance of materials entering into the structure as determined by fire test. Instead of restricting the materials and methods of construction to the few types specifically mentioned in the old code, the way is left open for the use of any material or type of construction which can meet the minimum fire test.

The code makes use of the standard of specifications of the American Society for Testing Materials wherever possible. Opportunity is provided for the

FREDERIC B. STEVENS, INC.

Face Brick, Enameled Brick, Roofing and Floor Tile, Glazed Brick and Tile

Representatives for

FEDERAL SEABOARD TERRA COTTA

Third and Larned Streets

RANDOLPH 5990

DETROIT, MICH.

GLANZ & KILLIAN CO.

Contractors

PLUMBING - HEATING - VENTILATING
FIRE PROTECTION SPRINKLER SYSTEMS

1761 W. Forest Ave.

TEmples 1-7820



Homes sell faster ... equipped with NATURAL GAS HEAT

Natural Gas heat in the equipment of homes you offer Detroit home buyers gives you a big advantage over homes with other types of heating. Detroit knows and appreciates the value of this modern way of home heating. Your homes will sell faster with Natural Gas heat heading the list of features.

The services of our heating engineers are yours for the asking. Feel free to call them in on **any** heating problem.

DETROIT CITY GAS CO.

Clifford at Bagley

BOULEVARD—General Motors Bldg.
HAMTRAMCK—11601 Joseph Campau

Phone CHerry 3500

WYANDOTTE—3013 Biddle
DEARBORN—22113 Michigan

use of any new materials or methods of construction which can meet specific strength requirements on the basis of standard tests.

Another notable feature is the provision as to construction of fire-protected houses up to nine stories in height. Because the need for fire protection of houses is less than that of factory or warehouse, this permits use of lighter weight materials and steel members at a saving in the cost of construction. This will make possible the erection of apartment buildings at costs that will lead to lower rentals.

The new code provides for slum prevention through separation of wood frame buildings from the lot line, the purpose of which is to check construction of low-grade wooden houses on very narrow plots—houses which rapidly deteriorate and are, even when new, potential slums.

Chicago's building code, in process of revision for the past ten years, is one step realization. Recently the building code committee of the City Council approved the first four sections, but the Council itself withheld official approval until after publication of these sections.—Freehold.

HARRIGAN & REID TO REPRESENT SURFACE COMBUSTION CORP.

"Mr. C. B. Charmatz, District Manager, Domestic Division of Surface Combustion Corporation; announces the appointment of Harrigan & Reid, 1365 Bagley Ave., Detroit, Michigan; as dealers for the complete line of Janitrol Gas-fired Air Conditioning equipment and Janitrol Gas-fired Unit Heater equipment, together with the Janitrol Thrift Gas Water Heater.

Harrigan & Reid have served Detroit's architects and builders for the last 85 years uninterruptedly. A complete line of Janitrol Gas-fired equipment is on display at their showrooms.

During the last twelve months over 2500 Janitrol Gas Heating units have been installed in the city of Detroit. Recent installations were in the Safeway Stores; Chrysler Corporation; the Colonial Cottages in Dearborn Inn, Dearborn, Michigan.

Simultaneously with the appointment of Harrigan & Reid, Mr. Charmatz also announced the appointment of John L. Fuller, who will be in charge of the Janitrol resale department of the Harrigan & Reid Company.

R. E. DAILEY CO. *Contractors*

Industrial and Commercial Construction
MAINTENANCE WORK

507 C. P. A. Building 14th and Michigan
CADillac 5980

— P E L L A —

Rolscreens—Venetian Blinds
Metal Weatherstrips—Caulking
Double Glass Steel and Wood Sash

Detroit Rolscreen Company

12236—12th St. TOWnsend 8-3812

NELSON COMPANY

DETROIT — ROYAL OAK — ANN ARBOR

Phone
RANdolph
4162

R. O.
3480

Ann Arbor
23701

WHOLESALE
PLUMBING AND HEATING SUPPLIES
Dependable Products—Dependable Service

Gar Wood

the LEADER

NOW LEADS THE LOW PRICE FIELD

Gar Wood, outstanding leader in air conditioning sales from coast to coast, now introduces the Model EW air conditioning system for low-priced homes.

THIS PLACES SCIENTIFIC AIR CONDITIONING WITHIN EASY REACH OF THE AVERAGE HOME OWNER.

Low purchase price now joins low operating cost to make old-fashioned heating methods unnecessary.

Investigate this thrifty aid to better living. It is a genuine, complete Gar Wood automatic heating and air conditioning system.

- AUTOMATIC HEATING
- HUMIDIFYING
- AIR FILTERING
- CIRCULATION
- BLOWER COOLING IN SUMMER

MAIL THE COUPON

GAR WOOD INDUSTRIES, Inc.
409 Connecticut Avenue, Detroit, Michigan

Please tell me about the exclusive AIRDUX feature of the Gar Wood System (no obligation).

Name _____

Address _____

Telephone Number _____

Frank C. Baldwin,
The Octagon,
Washington, D.C.

WEEKLY BULLETIN



MICHIGAN SOCIETY OF ARCHITECTS

OFFICERS

ANDREW R. MORISON, President
ROBERT B. FRANTZ, 1st V.-Pres.
GEORGE F. DIEHL, 2nd V.-Pres.
CARL KRESSBACH, 3rd V.-Pres.
CORNELIUS L. T. GABLER, Sec'y.
JOHN C. THORNTON, Treasurer
TALMAGE C. HUGHES, Exec. Sec'y

Editor

TALMAGE C. HUGHES
120 Madison Ave., Detroit
Telephone Cherry 7660

•
Business Manager
E. B. FAUQUIER

DIRECTORS

ROGER ALLEN
WILLIAM D. CUTHBERT
CLAIR W. DITCHY
BRANSON V. GAMBER
ARTHUR K. HYDE
AMEDEO LEONE
N. CHESTER SORESENSEN
D. ALLEN WRIGHT

Published Weekly. Subscription Price: \$2.00 per year (Non-Members \$5.00)
Entered as second-class matter Dec. 9, 1930, at the Postoffice at Detroit, Mich., under the Act of March 3, 1879.

Vol. 11

DETROIT, MICH., AUGUST 31, 1937

No. 35

A SIX MINUTE EXCURSION INTO THE FIELD OF ARCHITECTURE

A Broadcast over Radio Station WXYZ by the Hi-Speed Factfinder

Since modern architecture has thrown out the history book, and is writing its own history, we perhaps will do well tonight to follow its example. One eminent architect has remarked that architecture finds itself at crossroads every eleven years—a crossroads between the past and the future. And this is supposed to be one of those years. And Architecture seems definitely bent on the road into the future.

But history or no history, it's interesting to observe how styles in building come about. You'd think that the architect would sit down, and draw a picture, and say, "This is the new style in houses." But somehow it does not work out that way at all. Styles in building are as gradual as evolution itself. Every period in architecture is the result of social conditions and available building materials. Every style is designed to fill a vital every-day need of the people of the time. And as the every-day needs of people change very gradually, so do styles in architecture; and one style will be superseded only when a new form of society requires a new form of construction. But let's get down to cases.

Let's take the apartment house. It distinctly serves a modern need. Commerce, business draws people to the city; there's not room for everyone to have his own private home; so large numbers of people are forced to share the same roof; but they

(Continued on Page 3)

COURSE ON ARCHITECTURAL CONCRETE CONSTRUCTION

As a part of its educational program, the Portland Cement Association will conduct a short course on Architectural Concrete Construction incorporating discussions on such items as forming, reinforcing, mixing—handling and placing concrete and on finishing the exposed surfaces.

The increasing popularity of this form of concrete construction with its many advantages has prompted numerous requests for this type of lecture which is being given throughout the country.

The subject is ably presented by W. L. Davis, construction superintendent of the Structural Bureau and R. S. Phillips of the laboratory staff from the association's general offices at Chicago. These men are widely versed on the topics offered and architects and engineers, contractors and construction men will find the course, for which there is no tuition or fee, to be extremely timely and interesting.

The lectures will be held at Cass Technical High School on the evenings of September 13, 14 and 15 from 8 until 10:30.

QUALITY ALWAYS

GIBRALTAR—THE HEAVY DUTY CEMENT FLOOR
PLAIN CEMENT FLOORS

TILING AND TERRAZZO, PLAIN AND DECORATIVE

GIBRALTAR

48 STATE FAIR AVENUE WEST
TELEPHONE LONGFELLOW 0044



FLOORS INC.

DETROIT MICH.
TELEPHONE LONGFELLOW 0045

BUILDERS' AND TRADERS' EXCHANGE OF DETROIT

Herman Banbrook, President; Edgar Leavenworth, Vice-Pres.; Gage Cooper, Vice-Pres.; John Wenzel, Treas.;
Directors: Geo. Cruickshank, Walter Gieseking, Bert Haberkorn, Ray Spitzley, Vern Taylor
Edwin J. Brunner, Secretary

439 Penobscot Bldg., Randolph 5500

Edited by E. J. Brunner

R. S. V. P.

QUESTION: Would it be a valuable service to the construction industry of Michigan if the Builders' and Traders' Exchange of the City of Detroit should operate a centralized showroom featuring building materials, accessories, etc. open to the public, to architects and their clients, and to builders and contractors and their clients?

QUESTION: Assuming that such a permanent exhibit to be effective must be located on the street floor or at least that it be located on the street floor plus other floors, would somewhere within a radius of one-half mile from the Penobscot Building be a good location?

QUESTION: Assuming that some method is devised of keeping up public interest in the exhibit so that prospective home builders would be likely to visit it, would not the exhibit become very worthwhile?

QUESTION: In such an exhibit can there be success which will attract the public and which will pay the exhibitors if the plan is for "silent" demonstration, i. e. to have no salesman on the floor?

QUESTION: Should there be grouping of exhibits or should they be located without reference to their classification?

QUESTION: As an architect, does the idea of a central location for display of the wares and equipments of the industry appeal to you: would you be inclined to make use of such a display and to invite your clients to visit it?

QUESTION: Would you recommend to clients that they should visit it, or would you arrange to have some one from your organization accompany them?

QUESTION: As an architect or as a builder approximately what per cent of the firms in any line would have to exhibit to make the centralized exhibit of value to you? For example, if there were ten firms handling a certain equipment, how many of

these would have to be in the exhibit to produce satisfaction on your part great enough for you to consider patronage?

END OF QUESTIONS:

Considerable study has been given to the possibility of a centralized display of the materials and equipments of construction, particularly pertaining to home building construction.

First consideration on the part of the Builders' and Traders' Exchange is whether or not such a display operated in effective manner would be of positive value to the industry. It would be futile to make any start unless such value were pretty thoroughly proved.

Many attempts have been made to maintain such exhibits in various cities of the United States, and attempts have been made in Detroit.

For one reason or another practically every one of these exhibits has been abandoned. There are few successful guide posts to go by.

The fact that there have been few successes does not shut out the possibility of making one a success. New methods might succeed where others have failed.

The Builders' and Traders' Exchange would be glad to obtain your reaction to this matter. Doubtless at one time or another you have thought of the possibilities of such a development.

A questionnaire has been circulated to the members of the Exchange but the time has been too short for sufficient replies so that any analysis of that source of information may be made.

ANNOUNCEMENT

Theo. Kress, painting and decorating contractor, announces the removal of his office to 1153 Chalmers Avenue and hereafter will be conducted by his sons and will be known as the

THEO. KRESS COMPANY

Telephone LEnox 9250

1153 Chalmers Ave.

Currier NEVER STICK Frame

Don't fail to see this window—the very latest development for the Home, Office or Apartment. Fully weatherstripped—no weights or pulleys—

Guaranteed for the life of the building.

COMPLETE STOCK OF QUALITY LUMBER AND MILLWORK

CURRIER LUMBER CO.

14507 VAN DYKE

Phone All Yards

PLaza 1400

H. H. DICKINSON COMPANY

5785 Hamilton Ave. MADison 4950

COMPLETE BUILDERS SUPPLIES

Armored Concrete Curbing

Master Builders Products

Heatilators

Asphalts

CLASSIFIED BUILDING TRADES

GENERAL CONTRACTORS

GEORGE W. AUCH CO.—3646 Mt. Elliott, PLaza 1190.

PETER A. KOCKX & SONS—4697 Dickerson Ave., MURray 3748, TUxedo 2-0163.

PATRONIZE OUR
ADVERTISERS

LUMBER DEALERS

DETROIT LUMBER CO.—5601 W. Jefferson Ave., VINewood 1-2090.

HURD LUMBER CO.—6425 W. Ver-nor Highway, VINewood 1-4120.

C. W. KOTCHER LUMBER CO.—2137 Gratiot Ave., FITzroy 3390. Estab-lished 1864.

O'HARA-QUINLAN LUMBER CO.—14811 Meyers Rd., HOgarth 5110.

RESTRICK LUMBER CO.—1000 W. Grand Blvd., LAFayette 0500.

F. M. SIBLEY LUMBER CO.—6460 Kercheval Ave., FITzroy 5100.

WALLICH LUMBER CO.—3741 St. Aubin Ave., TEMple 2-6660.

IRONITE WATERPROOFING AND RESTO-CRETE

WESTERN WATERPROOFING CO.—410 Murphy Bldg., CADillac 9646.

PLUMBING, HEATING AND VENTILATING

E. B. REID.—8817 Mack Ave., PLaza 2537.

A Six Minute Excursion Into The Field Of Architecture

(Continued from Page 1)

still demand a certain amount of privacy; so the house is divided into apartments; and there you are. A social trend finds concrete expression in the modern apartment house.

On the other hand, social trend or no social trend, the modern apartment house and the modern business skyscraper would be both impossible without modern building materials—without structural steel, and a more efficient glass, and central heating, and the elevator.

But architecture does more than merely house. First it meets the practical problem; then it adds beauty. That's why, today, apartments are blossoming into dwelling places of charm as well as a place to hang the hat, feed the stomach, and rest the tired body. That's an interesting thing about architecture: first it designs the structural from which will satisfy a social need as nearly as possible with the material at hand; then it adds details to satisfy the aesthetic side of human nature. Thus it is that an artist from Chicago goes to New York, looks around at apartments, and decides he couldn't live in any of them—they're all so practical and unpleasant, to his way of thinking. So he builds his own apartment house, and sells the apartments to people—to fix up as they choose. This co-operative apartment idea is not new when you come right down to it. The Pueblo Indians had it a long, long time ago. But the modern co-operative apartment house, in which you don't rent, but rather OWN your apartment satisfied the desire of the average person to have something different, something decidedly his own, something characteristic of himself. And here may be one of the strongest arguments against the factory-built house which is involving architects into all kinds

of arguments over their cups of coffee these days and nights.

Which brings us to modern architecture. It started in Germany, through necessity. After the war, people were poor, but they had to live. In a very rational mood, Germany designed a house with every non-essential eliminated. The result was a box-like structure which would do,—if nothing more. Well—the box had its virtues. Architects copied it in many parts of the world. But unfortunately a cult of modern design was formed whose creed was "we must be different at all costs". It was decided that a building was a diagram of a bright idea. And you may be sure the diagrams created a sensation—on paper. But when you began to think them over, you could find the loop holes. For instance, one such design omitted all possible escape from six of the nine floors in case of fire, made no provision whatever for getting furniture in and out, allowed only a single elevator for seventy two apartments; and let you in a front door which was between the bathroom and the bedroom!

Nevertheless people today are more fly-by-night than they used to be. Americans are first cousins to the gypsies. And that means the modern home must be simple; and that's why modern architecture is designed that way. It is no fad which is best proved, perhaps by the fact that banks will

O. W. BURKE COMPANY

GENERAL CONTRACTORS

FISHER BUILDING

Detroit, Michigan

MAadison 0810

BLOCK & BRICK INC.

MAKERS OF
SAND LIME BLOCK & BRICK

Products manu-
factured from the
White Sands of
Lake Michigan.
Lighter in weight
and color.

ARCHITECTS!

Your Attention Please

**CROWLEY-
MILNER'S**

Contract Sales Dept.

... carries a complete line of Famous Make

- Floorcoverings • Venetian Blinds
- Composition • Electrical
- Window Shades • Fixtures

Our tremendous stocks of Famous Make Merchandise offers you a complete choice. Whether your needs call for a single room or a large institution we are prepared to serve you EFFICIENTLY and ECONOMICALLY!

CONTRACT SALES DEPARTMENT

RAndolph 2400

Extension 183

extend mortgages on the modern type of house—not through any appreciation of the owner's likelihood of remaining in it, but because the house **itself** is a good investment.

The chief criticism of the modern type of architecture is that it is so bare, so severe, so empty. The argument is that man is after all only human; it's all very well for the German government to be rational about the housing problem; but men are more emotional than rational, and must satisfy their emotional or aesthetic nature with the trimmings. Well, architects have been concerned chiefly with the mastery of the basic structure of the modern house; the trimmings will follow.

Where history is likely to be made in the next few years, is in the working out of a home idea for the poorer classes. Which takes us again to the factory-built, mass-production house, that is all made up and shipped to you for you to put together. The strongest argument for this type of wholesale architecture is this: a home is expected to last about thirty years. There are about thirty million families in the country. That means that a million homes should be replaced every year. But people don't do it—that is, sixty percent of us don't. That makes forty thousand new dwellings. But of these, many will be apartment houses, many of them will be mere

shacks—amounting in all to about twenty-three percent. That reduces the number to two hundred and eighty thousand houses to be produced in the factory in three hundred working days. That's nine hundred and thirty-three houses a day for the entire country. It seems like a good number; but the argument is, that as an industry, it's limited.

On the other hand, there are many who feel that the factory-built home is the coming thing, definitely here to stay; and that we may as well kiss the architect goodbye. The fact is that the people of the United States are more building-conscious today than they have been for years. Two billion dollars are spent on buildings last year in this country—an increase of seventy percent over the year before. Beyond the home, there are between ten and eleven thousand school buildings actually condemned which are still housing children. Three thousand prisons are out-moded. Eight hundred thousand feeble-minded and insane people need modernized architecture.

No wonder there are optimistic souls who declare that architecture is entering upon a new era, that building history is about to be made, and that there is an uncrowded field of opportunity for the young man to consider. The next time you see a new building in the process of construction, realize that you may be looking at the next page of history as it is being written.

History is being written all over the highways of the middle west, too—written in tire-tread. The tread of the LEE DeLuxe tire spells safety. The LEE DeLuxe Tire is designed to fill the needs of the modern driver; and constructed conscientiously to give him rugged service. HI-SPEED GAS STATIONS are so sure of the LEE DeLuxe Tire, that they give you an insurance policy with every Lee DeLuxe Tire they sell. If you need tires, why not drop in to the Hi-Speed Station and inquire about the EASY TERM arrangement of getting LEE tires.

And say! When you tire of driving, it's a sure sign that death is waking up to an opportunity. And THAT'S—a FACT!



We respectfully suggest
you investigate the High
Quality of Petoskey Ce-
ments

and especially:—

**PETOSKEY HIGH EARLY
STRENGTH PORTLAND CEMENT**

**PETOSKEY WATERPROOFED
PORTLAND CEMENT**

and

PETOSKEY MORTAR CEMENT

THEIR CHEMICAL AND PHYSICAL
ANALYSES ARE OUTSTANDING

**PETOSKEY PORTLAND
CEMENT COMPANY**

Petoskey
Milwaukee

Detroit
Chicago

M. DEN BRAVEN COMPANY

AIR CONDITIONING—VENTILATING
SHEET METAL WORK

Your Call Will Bring An Estimator

TYler 4-5600



9080 ALPINE

POLK DIRECTORY TO EXCLUDE "ARCHITETS" NOT REGISTERED

The Michigan State Board of Examiners for Architects, Engineers and Surveyors have been asked by the R. L. Polk Company for an official list of architects registered in Michigan for the purpose of including all those registered in the next issue of their directory. They have agreed that they will not publish under this heading the names of any who call themselves architects, but who are not registered according to the laws of Michigan.

This means that those who have been registered in the past, but who have failed to renew their registration by the payment of a \$5.00 renewal fee as of Jan. 1, 1935, will not be included, since legally they are not registered at the present time.

There are some in this class who have undoubtedly failed to renew their registration because of an oversight, and to them it is of importance to do so at once. This is a nice gesture on the part of the Polk Directory Company, and it is hoped that similar action will be taken by the Telephone Company.

ARCHITECTS TO VIEW DESIGNS IN CONCRETE

Modern methods of producing inspiring and beautiful design effects in architectural concrete will be explained in detail at a series of meetings for western Michigan architects, engineers, contractors and others the first week of September. The meetings are sponsored by the Portland Cement association.

A. J. Boase, manager of the structural bureau of the association, announced that the first meeting will be held at Grand Rapids, Room 222-24, Pantlind hotel, Sept. 8. Others are scheduled for Sept. 9, 10.

R. S. Phillips, of the association's headquarters, will conduct the sessions on concrete. W. L. Davis, also of Chicago but formerly a construction superintendent in California, will discuss form building and construction methods.

"Architectural concrete has been extremely popular on the Pacific coast," Mr. Boase said, "and we believe the day of its widespread use in the east has arrived. Through this series of short courses those interested in building may learn the results of the years of research and study our experts have given to this subject."

"THE ROAD BACK"

Intensely human, dramatized with an emotional power that is irresistible, "The Road Back," long awaited screen sequel to "All Quiet on the Western Front," opened Friday at the Fox theatre. The picture portrays with thrilling dramatic sweep and skillful blending of comedy, pathos, tragedy and romance the ineffaceable marks left upon the world

by the Great War's four years of conflict. Although shown in New York and elsewhere at \$3 prices the film will play the Fox at popular prices, according to Managing Director D. M. Idzal.

Specifically the film deals with conditions that confronted the returned soldiers of Germany after the World War. It tells of wives who waited in vain, of sweethearts who forgot, relates the feverish unrest of a whole people and mirrors the turmoil of a whole world trying to adjust itself to peace after four long years of madness and murder. It is a procession of human emotions that will stir the hearts of men and women alike.

Five years in preparation and nearly a year in the making, "The Road Back," directed by James Whale, has been given one of the most elaborate and spectacular productions in screen history. Moreover it represents a revolutionary step in picture making because it dares to tell the truth by revealing secrets never before shown on the screen, never before divulged with such daring.

The cast of this screen masterpiece includes more than 2,000 players, among whom Barbara Read and John King of "Three Smart Girls" fame, Slim Summerville, Andy Devine, Richard Cromwell, Louise Fazenda, Noah Beery, Jr. and a host of Hollywood's finest character actors. Critics and audiences alike have acclaimed it as a picture triumph not to be missed.

On the stage the Fox assembles another grand array of stage, screen and radio stars in a sparkling cavalcade of vaudeville entertainment. The host of stage entertainers includes Ward Wilson, heckling "Beetle" of Phil Baker's Gulf Gas radio show; Don Zelaya, loveable Argentine piano philosopher, recently a big hit in pictures; Sunny O'Dea, charming musical comedy dance star; Kirk and Lawrence in their hilarious "comedy horse" act; and the 16 Gae Foster dancing beauties, returning with spectacular dance novelties, including their "Flying Banjo" and "Merry-Go-Round" numbers.

Architects:

Have you used this service?

Lighting and wiring is a highly specialized field. We can give you valuable assistance in planning complete layouts for both residence and commercial premises. There is no charge for this service.

A new eighty-page book entitled "HANDBOOK OF INTERIOR WIRING DESIGN" will be sent to any Architect on request. For a copy, or for assistance with your lighting and wiring problems, call RAndolph 2100, ask for the Lighting Division.

THE DETROIT EDISON COMPANY

A

W. J. PHILLIPS

PLUMBING, HEATING, VENTILATING,
POWER PIPING and SPRINKLER
SYSTEMS

307 Stormfeltz Loveley Bldg., 520 W. First St.
DETROIT, MICH. ROYAL OAK, MICH.
ELmhurst 6780 ROYal Oak 2257

WENZEL FLOORS

Johns-Manville Asphalt Tile
Magnesite Composition

Rubber Tile - Masonite Cork Tile

439 Penobscot Bldg.

RAndolph 5500

ARCHITECTS' REPORTS

Agree, Chas. N., 1140 Book Tower, CA. 9263.—
Preparing plans on following:

Inspection Unit and Garage—St. Jean and Kercheval. Dept. of St. Rys.

Preliminary studies, apt. bldg., East Jefferson Ave. and Seminole.

Remodeling store, 1065 Woodward Ave. Cunningham Drug Stores, Inc.

2-sty. and bmt. Mercantile Bldg., Jos. Campau and Yemans, Hamtramck. Federal Dept. Store.

Remodeling 2-sty. and bmt. store bldg., Allegan and S. Washington Ave., Lansing. Cunningham Drug Stores, Inc.

Prelim. studies, apt. bldg., Covington Drive and Second Blvd.

Two-story warehouse and remodeling of present warehouse at 12th and Maranette Aves. Cunningham Drug Stores, Inc., Owners.

One story loady dock 93x200, Piquette and John R. Forest Cleaners & Dyers, Inc.—Owners.

Two story store and office bldg. at Michigan and Schaefer, Dearborn.

Taking bids:

Remodeling of 2-story and basement store bldg., Oakman Blvd. and Grand River. Dabro Realty Co.—Owners.

Owner taking bids:

One story store bldg. at Michigan and Central for Vinton Realty Co.—Owners.

One-story store bldg. (five stores), Harper Ave. between Chalmers and Lakewood.

Two-story add. to Federal Dept. Store on Gratiot Ave. near Seven Mile Road.

Bids closed:

1,500 seat Harper Theatre, located at the corner of Harper and Lakewood Aves., Harper Theatre Co.—Owners.

Bennett & Straight, 13526 Michigan Ave., OR. 7750.—1300 seat theatre, Monroe, Mich., 63x150, auditorium and balcony, 2 rental shops, air cooled

system and steam heat, enamel metal, exterior—cinder block, interior. Fig. on revised mech. trades closed.

Same.—400 seat theatre, Lake Odessa, Mich. One story, 2 shops, glass front, cinder block interior, steam heat, gas fired boiler. Bids closed.

Same.—Fig. on church, 37x70, Fenton, Mich., closed.

De Rosiers, Arthur, 1414 Macabees Bldg., CO. 2178.—Plans for Rectory, St. Michael's Parish, Flint, Mich. Rev. Maurice Chawke, Pastor. Ready about Sept. 15.

Same.—Genl. con. on add. to Santa Maria Auditorium let to Henry Martens & Co.

Same.—Alt. to St. Edward's Rectory—Crane and Charlevoix. Bids closed.

Giffels & Vallet, Inc., L. Rossetti, Associate, 1000 Marquette Bldg.—Preparing plans for extension to power house for local manufacturer.

Preparing plans on following:

Mfg. bldgs. in New Jersey, assembly plant, air conditioned precision instrument bldg., office bldg. with ornamental enclosed water tower, foundry, garage, warehouse, personnel bldg., engineering bldg., power house and outside facilities such as gate houses, fences, railroad facilities, grading, drainage, pumping stations, sewers, etc.

2 heavy press pits for local manufacturer.

3 body conveyor bridges, 2 sub-stations and air compressor installation for local Auto Company.

High pressure boiler and turbo-generator for local Auto Company.

2 power transformer stations for local Auto Co.

Cold mill facilities for local company.

Pickling tank installation and manufacturing facilities for local tube co.

Balconies and conveyor installations for local co.

Taking figures:

Factory extension, local manufacturer.

Bids closed.

Additional office facilities for Automobile Club.

Herman & Simons, 710 Owen Bldg., RA. 8788.—Prep. plans for warehouse for Briggs Mfg. Co., Vernor Ave. Plant—88x280.

Hughes, Talmage C., 120 Madison, CH. 7660.—Res., Dr. Leland F. Carter, 750 Middlesex, conts. let as follows: Kitchen Cabinets and Monel tops to Whitehead Metal Products Co.; Electric Dishwasher, Range, etc. to General Electric; Lawn Sprinkler System to John A. Brooks.

Jameson, Lawrence B., 8380 Jos. Campau Ave., MA. 9146.—Sausage factory. Figures due Aug. 16.

Same.—Fig. on alt. to Store, owner—J. Miller. Closed.

Same.—Res. for C. Barton. Fig. due Aug. 6.

Same.—Bids closed on remodeling of store, 9440 Jos. Campau.



Reg. U. S. Patent Office
PROVEN PAINT PRODUCTS

Specify and Use

R-M Decorative Interior Finishes

Rimaco Seal-all Primer

Rimaco Wall Finish—Flat

Semi Gloss

Rimaco Stippling Wall Finish—

Flat, Semi Gloss

R-M Dado Enamels

R-M Glazing Liquid

R-M Floor Varnish

R-M Interior Trim Varnish

RINSHED-MASON CO.

Manufacturers

Paints, Varnishes, Enamels and Lacquers

5935 Milford St.

Detroit

TYler 4-4600

Detroit Lumber Co.

"Most Modern Finish Factory in Michigan"

Special Millwork, Cabinets and Stairs

No Charge for Service or Shop Drawings

5601 W. Jefferson Ave.

VInewood 1-2090

GOOD

HARDWARE FOR OVER 50 YEARS

RAYL'S

1233 Griswold Street

Same.—Prep. plans for sales and service station, 60x100. Owner—Dick Connell.

Keyes, Hugh T., 747 Free Press Bldg., RA. 7415.—Sea wall for res. for B. E. Hutchinson, Lake Shore Rd. Contract let to Couze & Saunders.

Malcomson, Calder & Hammond, Inc., successor to Malcomson & Higginbotham, 1217 Griswold St., CA. 9651.—Prep. dwgs. for new girls' dormitory and Union bldg. for Western State Teachers College, Kalamazoo, Mich.

Same.—Preparing sketches for add. to Lincoln High School, Ferndale, Mich.

Mason, Geo. D. & Co., 409 Griswold, RA. 7850.—LeRoy & Newlander, Kalamazoo, Mich., Associates.—Prep. working drawings for Kalamazoo Post Office.

Same.—Taking fig. by invitation on add. to Parker Rust Proof Co's. factory.

O'Dell & Rowland, 904 Marquette Bldg.—Making drawings for addition and alterations to residence for Elmer Sylvester, Birmingham, Mich.

Same.—Making drawings for alteration to plant of Michigan Wineries on John R., Detroit.

Same.—Preparing drawings for alteration to Parish House, St. John's Church, Montcalm St.

Smith, Hinchman & Grylls, 809 Marquette Bldg., RA. 8825. St. Luke's Hospital, Marquette, Mich. Bids closed.

Stachowiak, Stephen J., 3005 Caniff Ave., TO. 8-7122.—Preparing plans for the following:

Two story store and office bldg., Dearborn; Residence; 14 family apartment bldg.; Residence.

Same.—Preparing sketches on the following: 50 Bed Hospital for contagious diseases; 36x100 addition to auditorium.

Same.—Taking figures on the following: Two story and basement store and office bldg. One story store bldg., 20x60.

Stratton, W. B.—Contracts let on residence for Dexter Ferry. Location—Notre Dame Ave.

Wright, Frank H., 418 Fox Bldg., CH. 7414.—Res. for C. A. Pfaffenberger. Taking figures.

Same.—Taking fig. by invitation on res. for J. Reichenbach, Rosedale Pk.

CANADA APPROVES PLANS FOR PLAZA OFFICE BUILDING

Plans of the state bridge commission of Michigan for the plaza on the Canadian approach to the Blue Water international bridge, between Port Huron and Sarnia, including Canadian customs and immigration offices, have been approved by T. B. McQueen, Ontario minister of highways at a meeting with V. B. Steinbaugh, chairman of the commission, and Ross W. Gray, Sarnia, member of the Canadian parliament, in Toronto.

George L. Harvey, Port Huron, and Norman B. Forbes, Sarnia, will prepare drawings for the buildings.

SLUMS ARE COSTLY

From The Detroit News

To the Editor: In reply to the statements made by W. E. W. in the Letter Box of The Detroit News, I would like to draw his attention to the fact that the subsidy from public money required to build decent, safe and sanitary housing for families of the lower income groups is less than is now being spent in subsidizing the slums. The general taxpayer of Detroit—and that includes everyone who owns property or pays rent, since it is the renter who pays the tax—is now supporting through his tax payments the areas of slums that we have in our midst.

The cost of City services in slum areas is 15 and 20 times the average cost of services in the entire city. These slum properties are the most highly tax-delinquent of improved property. The revenue collected in the form of taxes from these areas does not pay more than a small percentage of their cost to the city. That comes out of the pockets of the taxpayers.

Besides the financial cost, slums are breeding places of disease and crime. Environmental diseases such as pneumonia and tuberculosis are six and eight times as frequent in the slums as in the city as a whole.

If decent housing for the lower income groups is class legislation we had better start closing our free hospitals and clinics, our parks and recreation grounds, our public golf courses and swimming pools. Only the common people use these. The rich provide their own.

Every child and every family has a right to a decent home. If private industry cannot provide for certain groups the Government must accept that responsibility.

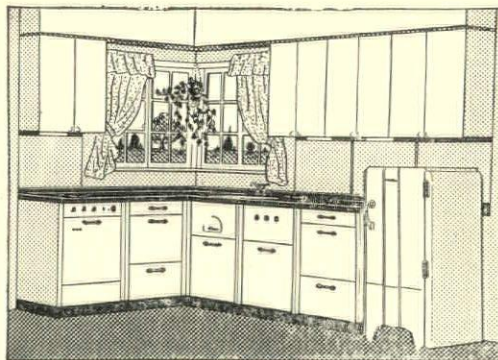
JOSEPHINE GOMON,

Director of the Detroit Housing Commission.

The Ultimate Aim In Planning

... the electric kitchen is to obtain a livable, healthful, compact, colorful and efficient kitchen arrangement which provides for ample storage space easily accessible and sufficient work area to perform the various kitchen functions.

Let us cooperate on any planning, remodeling or modernizing without obligation.



GENERAL ELECTRIC SUPPLY CORP.

KITCHEN PLANNING DEPARTMENT

2985 East Jefferson Flintzroy 5800

Michigan Distributors for
General Electric Home Servants

"Standard"
PLUMBING FIXTURES

"Sunbeam"

AIR CONDITIONING SYSTEMS

Murray W. Sales & Co.

MAdison 4200

801 W. BALTIMORE AT THIRD

"Bring Your Clients to Our
Display Rooms"

DERRICK HUBERT NAMED AS ARCHITECT FOR STATE WORK IN UPPER PENINSULA

Derrick Hubert, Menominee architect, has been commissioned by the State of Michigan to furnish architectural services for the state in its \$830,000 two year building program at Northern State hospital, Newberry, it is announced.

With the exception of one building at Escanaba state fair grounds, Mr. Hubert has designed every building built by the state in the upper peninsula in the past 12 years.

Construction of four new buildings and extensive remodeling are included in the building program at Newberry, scheduled to start this year and conclude in 1939. Mr. Hubert says that he has not yet decided on the type of architecture for the new buildings.

The building program includes construction of two cottages for the feeble-minded, to house 200 patients and cost of \$200,000 each; a power house to cost \$250,000; an employes' building to cost \$120,000; and remodeling of cottages to cost \$60,000. The power house will be the first building constructed.

The list of important buildings constructed in the upper peninsula from plans prepared by Mr. Hubert includes:

Engineering and chemistry building at Michigan College of Mining and Technology costing \$390,000; receiving hospital building at Northern State hospital, Newberry, costing \$300,000; and the Couzens clinic building at Marquette, costing \$80,000.

Building now under construction for which Mr. Hubert supplied architectural services include: Vocational school at Marinette, to cost \$113,636; high and grade school at Peshtigo, to cost \$93,000; addition of six class rooms and gymnasium to the Stephenson school, to cost \$62,000.

Mr. Hubert has recently completed plans for a parochial school at Escanaba for St. Patrick's church congregation, to cost \$90,000. Bids on the projects are to be received within two weeks.

PUNCH and JUDY THEATRE

Kercheval at Fisher Road Nlagara 3898

WED.—THURS.—FRI. SEPT. 1—2—3

John Boles—Doris Nolan in
"As Good As Married"

SATURDAY SEPTEMBER 4

Patsy Kelly—Robert Armstrong in
"Nobody's Baby"

11 P. M.—Grant Withers in "Paradise Express"

SUN.—MON.—TUES. SEPT. 5—6—7

Robert Taylor—Barbara Stanwyck in
"This Is My Affair"

EVERY ARCHITECT REQUIRES EXPERT SIGN ADVICE

*Call Us When You Have a Creative
Art or Engineering Problem*

WALKER & Co.

NEON SIGNS—ELECTRIC SIGNS

88 Custer Avenue

TRinity 2-6030

HOMES FOR THE POOR

Congress has given its approval to the administration bill having for its avowed purpose the providing of homes for the poor.

The principle of low-cost housing construction, with attendant elimination of crime and disease-breeding city slums, thus advances another step in the right direction.

The House of Representatives, incidentally, attached two major provisions to the housing bill, one very good and one very bad.

One provision, of which the American people will heartily approve, is that the tenants of the subsidized housing projects must be American citizens.

It is certainly a reasonable restriction to say our government will not provide homes for aliens who have been unable to support themselves in this country. Too many of our own people are in economic distress for us to undertake the care of impoverished citizens of other countries.

But the refusal of the House to include employes of the proposed Housing Authority under civil service, in the face of the thrice-repeated request of the President that this be done, is an inexcusable reversion to the blundering and plundering of political patronage.

The House heeded the most unsound and most thoroughly discredited counsel ever given in the chamber when it agreed with one of its members that civil service "is not a merit system."—Detroit Times.

BUILDERS OR MODERNIZERS OF HOMES TO GET AWARDS

An ambitious attempt to bridge the wide gap between the isolated "model" home and the house in which most Americans hang their hats will be started next month by electric service companies throughout the country. The General Electric Company will contribute \$60,000 in awards during the next year and a half as part of the program.

Persons building or modernizing a home, work on which will be completed some time within the period of August 15, 1937, and October 31, 1938, will be invited to submit plans, specifications and photographs to their local sponsor.

Awards for the best entries will be made by the sponsoring electric service company. In addition to these, various manufacturers already have indicated that they will award special prizes. In this connection, General Electric will give twenty prizes of \$1,000 each for the homes selected nationally which best meet specifications. All awards will be made irrespective of cost or size of home entered.

ACME CUT STONE CO.

9630-9690 Greeley Ave.

Detroit, Mich.

Longfellow 5770-1-2-3

DAY AND EVENING COURSES
in
ENGINEERING AND CHEMISTRY

Detroit Institute of Technology

Fall Term begins September 20th

303 Downtown Y. M. C. A. Building

BUILDERS' SHOW OFFICERS SELECT GAR WOOD UNIT

Ernest O. Knight, president of the Greater Detroit Builders' Show, has announced that the Gar Wood automatic heating and air conditioning unit and the Gar Wood air duct system have been selected for installation in the 1938 Ideal Home, which is the main feature attraction of the 20th Anniversary Builders' Show, to be held at Convention Hall, February 18 to 27, according to Norman Saylor, Detroit Branch Manager of the air conditioning division of Gar Wood Industries, Inc.

Ditchy-Farley-Perry are architects for this year's home.

The 1938 Ideal Home will be built for the purpose of demonstrating the progress made in residential equipment and construction. The home will be erected on a 44x120 foot lot, located at the northwest corner of Margareta and Snowden. The firm of Ditchy, Farley & Perry, architects, has been designated to design the 1938 Ideal residence.

"The air conditioning division of Gar Wood Industries, Inc., was awarded the right to equip the Ideal Home with a Gar Wood system because of its local and national prominence, its efficiency, performance and economy of operation and also because it is a Detroit-made product," stated Mr. Norman Saylor. "The Gar Wood Unit which will be installed, filters, heats, humidifies and circulates the air automatically during the winter and provides filtering and blower-cooling in summer. It is a fitting tribute to Mr. Gar Wood and Gar Wood engineers, who are pioneers in residential air conditioning in Detroit, to have been awarded the privilege and distinction of equipping the 1938 Ideal Home with the Gar Wood system."

COST LIMIT ON HOUSING

The question of a cost limit in the Administration's "low-cost" housing bill has been settled to the reluctant satisfaction of all concerned by allowing big cities a bigger limit. In cities under a half-million population it will be \$1,000 a room, in larger cities \$1,250.

It is good to have this question settled with some sort of cost limit left in the bill. The provision of a limit is in the best interests of the housing program, which at best is sufficiently vague in outline and easily could be ruined by straying from its legitimate objective. That, of course, is to subsidize the building of minimum-cost but decent living quarters for those otherwise unable to pay for them.

The vagueness of the philosophy motivating this measure is aptly illustrated by the objection raised to a cost limit. This objection came primarily from New York City. The limit applies only to building costs, not to the purchase of land. The alleged difficulty of building "low-cost" housing at \$1,250 a room arose from building restrictions necessary in the locality where the housing is to be built. Land values there are very high. The buildings therefore must be of multiple-story construction, which means they must be fire-proof and otherwise expensive.

Now what does this mean? Everybody knows that very fine housing can be built for less than \$1,250 a room. New, six-room houses with every modern luxury are being built currently in Detroit for much less than \$7,500. There must be hundreds of thousands of moderately well-off families in Greater New York suburbs who live in housing that cost less.

Obviously, then, in its application to New York, the objective of this program can not be merely to provide decent low-cost housing for people who can not pay for it. The purpose, rather, is to provide housing that will permit these people to continue to live in congested Manhattan, already all but abandoned as a residential area, and to provide it at any cost! In other words, the Government not merely will be subsidizing these people but will be subsidizing also an uneconomic retrogression in the trend of land use in New York.

Possibly there is nothing wrong with this. But it certainly illustrates the vagueness of the philosophy behind the program and the general need for limits on it.—The Detroit News.

JOHN H. FREEMAN

ARCHITECTURAL HARDWARE
PROPERLY SERVICED

Architects' Bldg.

TEmple 1-6760

FREDERIC B. STEVENS, INC.

Face Brick, Enameled Brick, Roofing and
Floor Tile, Glazed Brick and Tile

Representatives for

FEDERAL SEABOARD TERRA COTTA

Third and Larned Streets

RANDOLPH 5990

DETROIT, MICH.

MONEL-METAL STORE

(Convention Hall Bldg.) 4461 Woodward Ave.

Monel Metal Sinks
and
Cabinet Tops

Whitehead Auto-
matic Water
Heaters

Wood Cabinets
Electric Dishwashers
Ranges and
Refrigerators



Use Our Kitchen
Planning Service

Whitehead Steel
Kitchen Cabinets

Open 8:30 to 5:30
Any Time by
Appointment

WHITEHEAD METAL PRODUCTS OF N. Y., INC.

Tel. TEmple 1-8494

Detroit, Michigan

HOUSING IN DETROIT

The Detroit City Plan Commission believes that every agency and activity that can become interested in the Housing Problem in Detroit will thereby be potentially helpful. Each may contribute some serviceable part toward an effective solution.

Our interest in what we know is greatly overshadowed by our concern about what we don't know regarding Housing. There is so much we need to know and still so little dependable data at hand to work with. The Housing problem is very complex and is directly involved in many other vital civic factors.

It is probable that the more desirable and permanent solution must, of necessity, be delayed because of time-consuming operations essential to successful results.

To illustrate, the following have been presented as important contributing factors in Detroit's present acute housing shortage:

- An excessive real estate tax burden
- An excessive and rising material and construction cost market
- Insecurity of desirable home-site environments
- Insecurity of home building investments
- Lack of income budgeting
- Extravagances in non-essential luxuries
- Financing limitations because of alarming divorce practice
- Lack of incentive because of anticipated Social and Old-Age securities.

These represent some of the foremost adverse factors to housing. Each has some supporting arguments and data which can not be lightly discarded or laughed-off but must be carefully analyzed in the light of full accurate and dependable information.

Anything else than an exhaustive study and analysis of the Housing problem must be treated as emergency action and thereby subject to the hazard of waste by haste.—The Planner



MORGAN

QUALITY WOODWORK



BUILD
YOUR HOME
Architecturally
CORRECT

COMPLETE
LUMBER
SERVICE

**Sutherland
& Avery
Lumber Co.**

Detroit Distributors
5172 St. Jean Ave.
PLaza 9460



IVAN C. SHIER
GENERAL
CONTRACTOR

**"ARCHITECTS'
PATRONAGE
PREFERRED"**

400 W Warren

Temple 1-3150



BRIGGS CATALOG INTRODUCES NEW MODELS

Announcement of a new working catalog of Briggs Beautyware Plumbing fixtures has been made by the Plumbingware Division of Briggs Manufacturing Company.

Containing full information and data on all Briggs' models, the catalog introduces a new line of plumbing fixtures known as the "Line Leader" which augments Briggs' existing models and which has been developed to supply the large volume market in the moderate budget brackets.

Creation of the new line gives Briggs a greatly extended range of both price and style. Twelve colors ranging from conventional white through pastel shades to jet black, and a number of attractive two-tone color combinations are available in the new Briggs' line.

The new catalog is an all-purpose book issued as the first of a series of new pieces of literature offered by Briggs as selling tools for the trade and as media of information for the consumer.

Each page of the catalog is self-contained, setting forth all color and factual data on each item as well as an illustration of the unit. Each page also contains dimensional drawings for installation of the unit and a brief presentation designed to assist the dealers in consumer sales. The catalog is so conceived as to be helpful to architects and builders as well as plumbers and wholesalers and contains information for the home owner and lending agencies.

Dated August 15, the book appears in two formats, a loose-leaf edition for jobbers and salesmen and a saddle-stitched, permanently-bound edition for plumbers, architects and builders.

All four pages of the cover are illustrated with color plates showing the twelve available pastel shades in the Briggs' line. Over 200 halftones and illustrations appear in the book.

Briggs will continue to market its plumbingware exclusively through qualified wholesalers and master plumbers. The new, readjusted price schedule, effective August 15, establishes a uniform price for all points throughout the country. The trade price list is subject to freight allowance at mixed carload rate on all shipments weighing two hundred pounds or more. Previously all Briggs fixtures were priced F. O. B. Detroit.

New fixtures introduced with the catalog include bath tubs, closets, sinks, lavatories and cabinets. In the moderate price brackets the Briggs standard of quality has been upheld throughout. All bath tubs, lavatories and sinks in the new Line-Leader models are acid resisting. Noteworthy among the new models are a recess bath tub and a corner bath tub available with safety bottoms in popular colors. The entire line of 17x19-inch lavatories has been placed in the Line-Leader brackets. These are available in the wall-hung types and in combinations with cabinets. Also placed in the new line is a 20x24-inch flat-slab wing-bracket lavatory, a chrome-leg and pedestal design and cabinet combinations, and a new 20x24-inch cabinet with synthetic enamel finish, priced competitively with similar fixtures offered by other manufacturers. Two sizes of flat-rim sinks with center drain have been re-designed.

**PRE-SHRUNK
HIGH GRADE
FRAMING LUMBER**

DWIGHT LUMBER CO.

Vinewood 2-4500

Adapted to the modern "package kitchen" are three new flat-rim sinks, with drainboard, priced in the moderate brackets. Two new cabinets in 42-inch and 60-inch sizes round out the new line of kitchen fixtures. The largest size is equipped with three drawers, a bread board and a sliding vegetable bin and a special louver arrangement for ventilation.

In vitreous china plumbing fixtures, the catalog now offers eleven and illustrates seven closet combinations. Also shown are ten closet bowls and two new vitreous china tanks.

All sink and double laundry tray units have been refined in detail as have been the sink and tray combination fixtures.

All items in the new line are designed with particular attention to style appeal. Newly designed fittings are quoted at prices commensurate with the prices of Briggs fixtures.

One page in the catalog is devoted to a new, modern, attractive line of medicine cabinets. Also illustrated is a group of lavatory, bath and shower fittings especially designed for Briggs. The catalog also lists special plastic plates and handles made in matching or complementary colors to Briggs fixtures. A double compartment roll-rim sink is an addition to the line.

MORTGAGE BANKERS PLAN BUILDING SHOW

The first "Exposition of Building and Industry" to be sponsored annually by the Mortgage Bankers Association of America beginning with their twenty-fourth annual convention this October in Cleveland was announced by George H. Patterson, secretary of the organization. The Exposition has been in the development and planning stage for several years. Leading manufacturers, associations and industrial corporations whose products and services have a direct bearing on building and the financing of building will be invited to display them at the annual meetings of the Association. The Red Room of Hotel Cleveland has been subdivided into 37 display sections for exhibition purposes.

Fifteen of the 37 sections have already been contracted for by leading American companies and associations, including General Electric Co., Westinghouse Electric Co., Iron Fireman Manufacturing Co., Frigidaire Co., Portland Cement Association, American Stove Co., Remington-Rand Co. and Ruud Manufacturing Co.

"We hope to make the Exposition an annual display of everything that is new and progressive in the building and equipment of the modern American home and in office equipment," Mr. Patterson said. "New building, I believe, particularly residential construction, will experience a great upswing in the next five years, yet few prospective homebuilders are aware of the countless improvements in the building and furnishing of a home that have taken place within the past decade. The same thing is partially true in office equipment. Our annual meeting, attracting as it does from 700 to 1,000 mortgage bankers, will serve, we believe, as a national exhibition for these developments."

Patronize Our Advertisers

**CINDER
BLOCK
INC.**

•
HOgarth 1140

Cinder Concrete
Units
For
Firesafe Homes

MONEY TO PURCHASE BUILDING SOUGHT

A campaign to raise \$12,500 before Sept. 1 to buy the building occupied by the Howard Street Rescue Mission and deed it to the Mission was launched Friday at the Fort Shelby Hotel.

The building must be sold to liquidate assets of a financial receivership. Earl Severts was elected chairman of the drive committee. J. Frank Burkhardt will head the special-gifts committee. Lewis A. Bradford will be division committee chairman.

Councilman Fred W. Castator represented Mayor Couzens at the meeting. Peter MacFarlane superintendent of Union City Mission of St. Paul and a former president of the International Union of Gospel Mission was guest speaker.

Since the McGregor Institute was closed an increased load has fallen upon the Howard Street Mission Bradford explained. With Federal relief funds being reduced thousands of homeless men must be housed, he added.

Through the courtesy of Radio Station WXYZ the Howard Street Mission's broadcast, suspended during vacation time, will resume at 9:45 a. m. Sunday, Mrs. Lulu R. (Mother) Curry, founder and director of the mission, announced.

"MAYBE" POSTOFFICE LIST IS GIVEN OUT

WASHINGTON, Aug. 16.—(A. P.)—The House Appropriations Committee on Monday listed buildings throughout the country for proposed construction under a \$70,000,000 public building program.

The projects, mostly postoffice buildings, are on the recommended list from which the Treasury and Postoffice Department will select those to be undertaken.

Michigan possibilities postoffices unless otherwise designated) include:

Algonac \$70,000, Belding \$70,000, Berrien Springs \$70,000, Bridgeman \$75,000, Bronson \$80,000, Buchanan \$75,000, Caro \$80,000, Cassopolis \$75,000, Charlevoix \$80,000, Colon \$70,000, Croswell \$70,000, Dearborn (Monroe Blvd. Station) \$75,000, Highland Park \$300,000, Detroit (Marine Hospital quarters) \$70,000, Durand \$70,000, East Towas \$145,000,

GLANZ & KILLIAN CO.

Contractors

PLUMBING - HEATING - VENTILATING
FIRE PROTECTION SPRINKLER SYSTEMS

1761 W. Forest Ave.

TEmples 1-7820

PARK and McKAY

In Business Since 1876

Distributors for

Kohler Plumbing Fixtures

Showroom at

14401 Meyers Rd., north of Gr. River

HOgarth 6200

Farmington \$70,000, Fenville \$70,000, Galesburg \$80,000, Gaylord \$75,000, Gladwin \$75,000, Harbor Springs \$70,000, Hart \$75,000, Hartford \$80,000, Holly \$70,000, Imlay City \$70,000, Ithaca \$75,000, L'Anse \$75,000, Lowell \$70,000, Mackinac Island \$70,000, Manistique \$80,000, Marysville \$75,000, Midland \$60,000, Milan \$70,000, Milford \$70,000, Newaygo \$70,000, Newberry \$80,000, New Buffalo \$70,000, Northville \$75,000, Norway \$70,000, Ontonagon \$75,000, Otsego \$70,000, Plainwell \$70,000, Portland \$70,000, Reed City \$75,000, Romeo \$75,000, St. Clair Shores \$70,000, St. Ignace \$75,000, St. Louis \$70,000, Sandusky \$70,000, Shelby \$70,000, Sparta \$70,000, Stevensville \$70,000, Three Oaks \$80,000, Trenton \$70,000, Vassar \$70,000, Watervliet \$70,000, West Branch \$80,000, Whitehall \$70,000, White Pigeon \$70,000.

UPWARD SPIRIT SEEN RESUMED BY END OF YEAR

Government prophets of business and trade trends predicted today that the upward spiral of industry and commerce—which has levelled off in recent months—will be resumed about the end of this year.

The Bureau of Agricultural Economics, after an analysis of industrial and financial chart, said:

"There appears to be little doubt that we are still in the advancing phase of the business cycle, and that sooner or later the upward movement which characterized most of the period since early 1933 will be continued."

The economists said they expect few spurts in industrial production "during the remainder of this year, at least," but are optimistic for the period following.

Among the favorable factors for continuing "last year's marked upswing in business" they listed.

"Excellent crop prospects, decreased labor unrest, generally improved business sentiment, easy credit, the still large replacement needs arising from purchases deferred during the depression, improved world trade conditions, and the general impetus of the recovery movement."

Output of several large industries in recent months has been larger than sales, the bureau said, although an accumulation of back orders "may be sufficient to keep them going with little more than the usual summer recession until a large volume of new orders is received."

The economists cautioned that "the effects on business activity of larger crops may be overemphasized."

— P E L L A —

Rolscreens—Venetian Blinds
Metal Weatherstrips—Caulking
Double Glass Steel and Wood Sash

Detroit Rolscreen Company

12236—12th St.

TOWNSend 8-3812

Patronize Our Advertisers

R. E. DAILEY CO. Contractors

Industrial and Commercial Construction
MAINTENANCE WORK

507 C. P. A. Building 14th and Michigan
CADillac 5980

GM STARTS NEW PLANT AT TRENTON

General Motors Corp. officials announced that the contract for construction of a new plant in Ewing Township to be known as the Ternstedt Trenton division has been awarded to John McShain, Trenton builder.

The amount of the contract was not disclosed. The proposed plant was valued at \$2,000,000 in a building permit recently issued.

The announcement, signed by E. F. Fisher, general manager of the Fisher Body Corp., said the plant would include 900,000 square feet of floor space, built chiefly in one story.

Officials estimated 3,000 persons would be employed in manufacturing automobile hardware. The announcement said work would start this week to ready the plant for operation about Jan. 1.

It was also announced that Roland E. Weinert, executive assistant of the Ternstedt division, would be transferred from Detroit to become plant manager there.

Other officials, all to be transferred from Detroit, will be Paul L. Jones, factory manager; George H. Holthaus, resident controller; Leo R. Shreiner, production engineer, and J. B. Flynn, standards engineer.

NELSON COMPANY

DETROIT — ROYAL OAK — ANN ARBOR

Phone
RAndolph
4162

R. O.
3480

Ann Arbor
23701

WHOLESALE

PLUMBING AND HEATING SUPPLIES
Dependable Products—Dependable Service

SCHROEDER PAINT & GLASS COMPANY

POLISHED PLATE AND WINDOW GLASS

PAINTS, OILS, COLORS, VARNISHES, Etc.

5914-5938 Twelfth Street

Phone MADison 3500

Detroit, Mich.